

MAY, 1953

BUILDING SUPPLIES

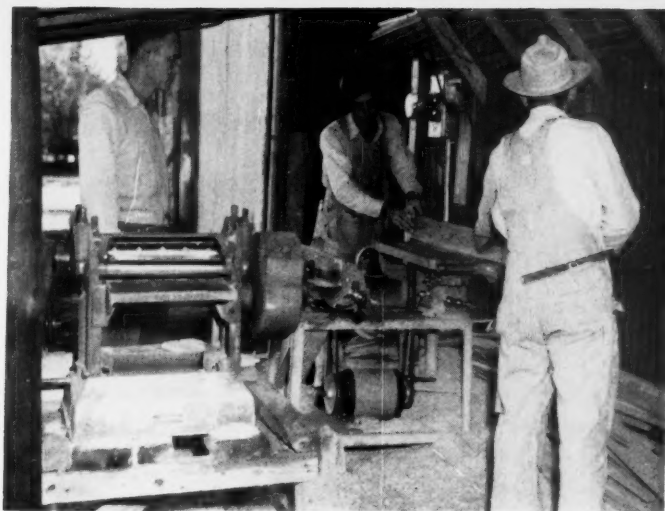
SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Contractor Customers Appreciate Shop Privileges

Page 36 . . .

Nine Ways to Train Material Salesmen

Page 44



Functional Displays and Credit Plan Boost Volume

. . . Page 30

Sell the Finishes, Too, for Houses Built of Wood

Page 32

Why Barnes Stewart Has Turned Wholesale . . . Page 34

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PACEMAKER FOR THE INDUSTRY

THE ALL ALUMINUM MIAMI AWNING WINDOW



● Constructed from extra heavy aluminum (63ST5)

● Weatherstripped

● Easy balanced operation

● Never needs painting

● Made to any size to 6'2" wide—any height



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FIRST with special cross-shaft (patented) which actuates both sides of vents at the same time. This eliminates sticking, and allows free and easy operation.



FIRST awning type window to qualify under the quality-approved label of the Aluminum Window Manufacturers Association of America.



One of the **FIRST** to turn vast manufacturing and research facilities to the perfection and production of aluminum awning-type windows. This has effected large savings to buyers of Miami Awning Windows.

FIRST by actual test—Pittsburgh Testing Laboratories Air Infiltration Tests 0.069 C.F.M. per cu. ft. at 25 MPH without storm sash—storm sash may be specified. Here's positive proof that the all-aluminum Miami Awning Window is the tightest closing awning-type window made...truly the pacemaker of the industry.

MIAMI
Awning
WINDOW

MIAMI WINDOW CORPORATION

5200 N. W. 37th Ave., Miami, Fla.

Plant No. 2—4610 N. W. 37th Ave., Miami, Fla. • Miami Window Corporation of Mississippi, Key Field, Meridian, Miss.

Miami Window Corporation of Panama, Panama, Canal Zone

SOUTHERN BUILDING SUPPLIES is published monthly at 214 W. Morehead St., Charlotte, N. C., by W. R. C. Smith Publishing Company, Charlotte, N. C. and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 3, Ga. Acceptance under Section 34.64 P.L.&R. authorized.

Volume 8

Number 1

HONDURAS — AFRICAN — PHILIPPINE

MAHOGANY



KING OF THE FOREST

Words cannot adequately describe the quality of Mahogany—long recognized as the most beautiful of all woods for furniture and cabinet use. Proof of its beauty is everywhere—proof of its durability is evident in the lovely Sheraton and Chippendale Pieces to be seen in the finer American homes.

From the largest and finest of these trees from our concessions, comes the very finest of Mahogany Lumber and Veneers.



Dixie Lumber Co., Inc.

**8201 FIG STREET
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Telegraphic Address WUX—DIXIE
Telephone WALnut 9500



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



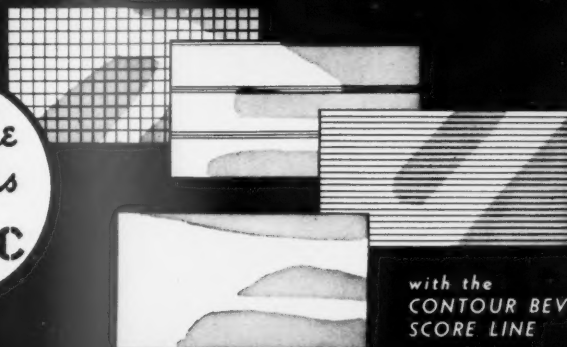
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Any carpenter can perform miracles with TYLAC — four modern patterns, eighteen exciting colors, a quick, easy, permanent installation. Put an inexpensive TYLAC display in your showroom and perform some "sales miracles"! TYLAC's low cost is within the reach of every home-owner. Display the panel with the Hi-Baked Plastic Enamel finish, the Contour Bevel score line. Write today for literature, prices.



with the
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SCORE LINE**

TYLAC COMPANY MONTICELLO, ILLINOIS

Pioneers in the Pre-Finished Wall Panel Industry



HELPFUL Booklets FREE

3. Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestocement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Laminated Wall Panels. Two full-color booklets show photographs of rooms with ceiling and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

43. Applications of Asphalt Roof. "Good Application Makes a Good

Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two 1952 bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Ba-

Continued on page 7

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

January, 1953

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	21
23	29	31	33	37
43	47	55	57	61
63	65	73	85	87
91	93	95	97	107
117	139	141	143	145
155	157	159	161	163
165	169	171	175	177
179	183	185		

When
"something's got to be done"
about that shabby exterior...

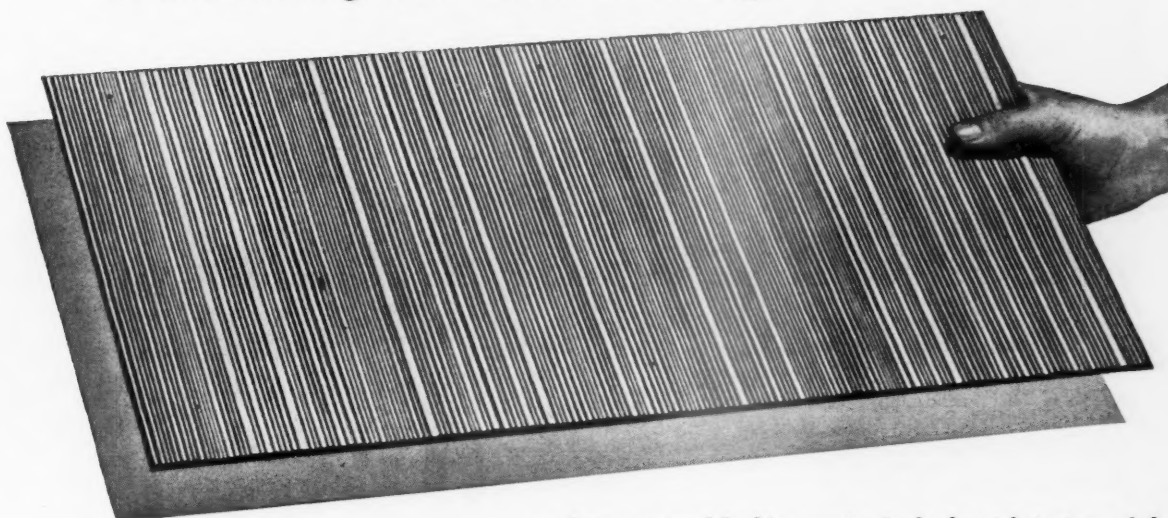
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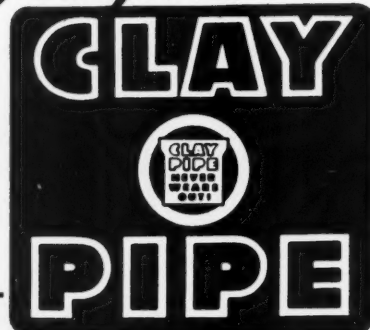
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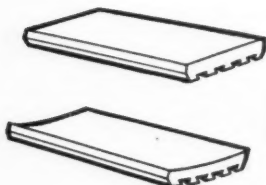
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C-750-2



LINER PLATES



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STRENGTH
CLAY PIPE**



**CLAY PIPE
FITTINGS**

ker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling and kitchen cabinet ventilators are described in new literature which points out exclusive features and gives complete specifications. These ventilators can be used in kitchens, bathrooms, laundries, dens and commercial establishments. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

85. Farm Book. New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bu-

reau, 5510 White Building, Seattle 1, Wash.

117. Southern Pine Lumber and Oak Flooring. Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

139. Superlite Prefinished Wallpanels are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

141. Steel Casement Windows. Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

143. "How-ell-dor" Garage Doors. Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

145. Gas and Electric Water Heaters. Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas heaters in the other. Warranties on both gas and electric models are explained.

155. Aluminum Nails, Fencing, Roll Valley, Clothesline Wire. Four two-color data sheets picture and describe Nichols aluminum products. The 12 nail types come in many sizes. The Nichols Wire and Aluminum Company, Davenport, Iowa.

157. Storage Walls, Cabinets. Folder pictures latest additions to Bilt-Well cabinet line. Cabinets can fit together to form storage wall for various rooms; built-in vanities for bedrooms and baths; complete kitchen storage areas. The Carr, Adams and Collier Company, Dubuque, Iowa.

159. Ready Hung Doors. Folder No. 1050 describes this new door and frame packaged unit which installs in 20 minutes. Shows steps of installation, features and specifications. Folder No. 1451 contains 36 Cartoons illustrating reasons why Ready Hung Doors save Time, Labor, Money, Waste, Worry and Skill. Ready Hung Door Corporation, Dept. S, Neil P. Anderson Bldg., Fort Worth 2, Texas.

161. Ready-Trimmed Window Units. Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens

and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

163. House sewer pipe. 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250, W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

165. Window Sash Balance. Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

169. Jalousie Window Units. Pro-Tect-U jalousie window units are pictured and explained in a new catalog sheet. It tells how assembly is possible at building site with only screwdriver, how glazing is a matter of slipping panes in place and bending down tabs. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

171. Steel Casements. A new catalog is offered on Steelcraft residential steel casement windows, picture windows, apartment windows, screens, storm sash, lintels, and other window products. Models are sketched in detail. The Steelcraft Manufacturing Co., Rossmyrne, Ohio.

175. Glass Jalousies. Increasingly popular glass jalousies with aluminum frames are pictured and sketched in detail in a new brochure and catalog sheets. Also available in all-aluminum models for privacy. The Weathermaster Jalousie and Window Mfg. Co., P. O. Box 728, North Miami, Fla.

177. Resolite translucent structural panels. In a 12-page multicolor catalog. Resolite panels of Fiberglass-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

179. Hide-A-Stair (Collapsible Metal Attic Stairway). Easily installed, weighs no more than wood. Write for detailed brochure, prices and discounts. Hawkins Iron Company, Inc., P. O. Box 670, Birmingham, Alabama.

183. Hollow-Core Doors. New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

185. One-Piece Weatherstrip. Triple Seal One-Piece weatherstripping and sash balances has recently been put on the market because of tremendous demand for high quality, economical weatherstrip covering full window jamb. Manufactured from special alloy spring aluminum assures same weathertight seal that has made Triple Seal famous. The Weatherproof Products Corp., Box 8498, Waldo Station, Kansas City 5, Missouri.



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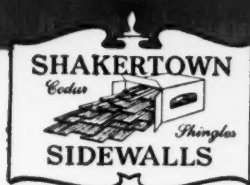
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Use SHAKERTOWN SIDEWALLS

to complete more homes faster
under the most severe conditions



Double-coursed
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Weather won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

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3. No scarce or critical materials required.
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Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: J. Morton Myatt, Baton Rouge, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: F. E. Adams, Milledgeville, Ga.

Lumbermen's Association of Texas — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Warren F. Keys, Marshall, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association — 650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: H. J. Munnerlyn, Bennettsville, S. C.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.: 7-0338. President: Dale Carter, Tulsa, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Henry H. Jones, Little Rock, Ark.

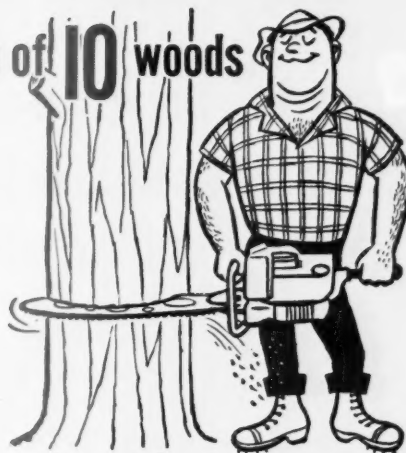
Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

Virginia Building Material Dealers Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

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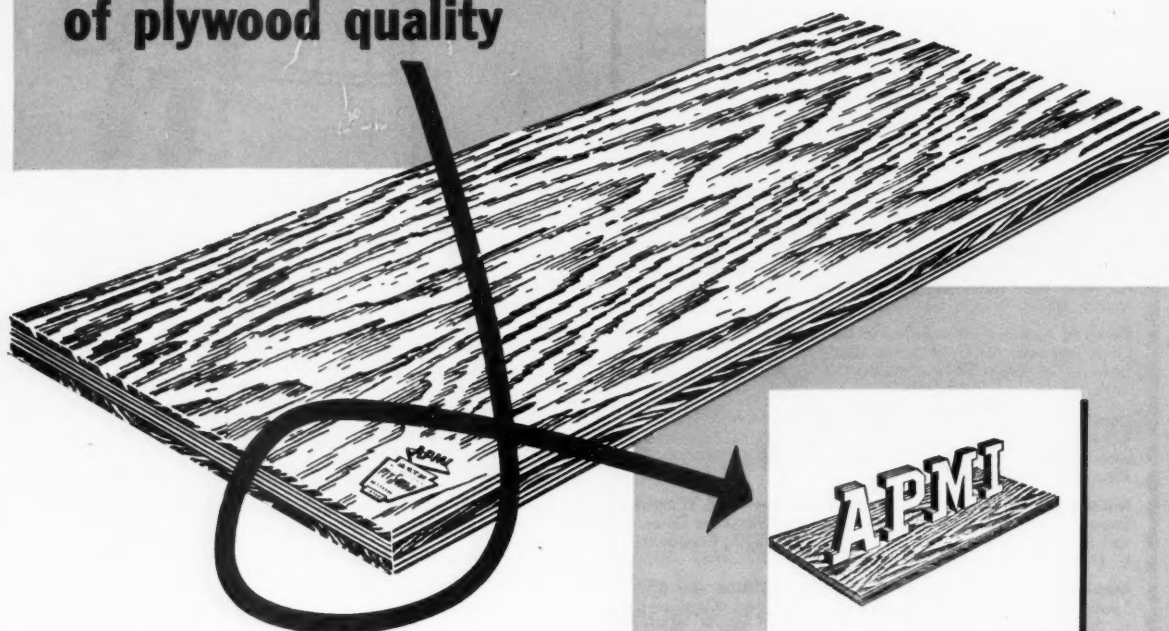


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as well as grademarked
...your double guarantee
of plywood quality



The combination of APMI trademark and DFPA grademark is your assurance that regardless of where you buy Associated plywood, you get the guaranteed products of a pioneer mill in the industry.

There is a type, size and grade of APMI plywood (exterior and interior) for every building need:

Douglas fir plywood; *Sea Swirl* decorative plywood; Philippine mahogany faced plywood; birch faced plywood; vertical grain fir plywood.

APMI products are sold from centrally located sales warehouses, sold by experienced plywood men. Your inquiries are invited.

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4814 Bengal St., Dallas, Texas
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1026 Jay St., Charlotte, N. C.
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925 Toland St., San Francisco, Cal.
Eugene, Oregon
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SALES OFFICES:

31 State Street, Boston, Mass.
595 E. Colorado St., Pasadena, Cal.

ASSOCIATED PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon
PLYWOOD MILLS AT EUGENE AND WILLAMINA, OREGON

DAVIS OF
DAVIS OF
DAVIS OF
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NEW

Prim

BALTIMORE
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BALTIMORE

FASHION

FOURSOME



FOR WALLS AND TRIM

ODORLESS FLAT ENAMEL

Finest one coat, self-sealing, alkyd, oil base finish for walls and trim. A delicate velvety sheen so easy to clean that even crayon marks wash away! Matching Fashion Colors Prim Alkyd Flat is the ideal undercoater, because the colors exactly match Prim Semi-Gloss and Full Gloss enamels.

ODORLESS SEMI-GLOSS

For customers who want their homes to glow with new Fashion Appeal. Soft, lustrous, satin finish on walls and trim alike. Completely washable, not harmed by the harshest soaps.

ODORLESS FULL GLOSS

Offers an improved Fashion Finish for kitchens, baths and playrooms. Perfectly uniform, easy to apply enamel. Hard, shiny, scratch and water-resistant surface wears and wears. Washable as a china, plate! Extraordinary coverage.

ONE COAT FLAT

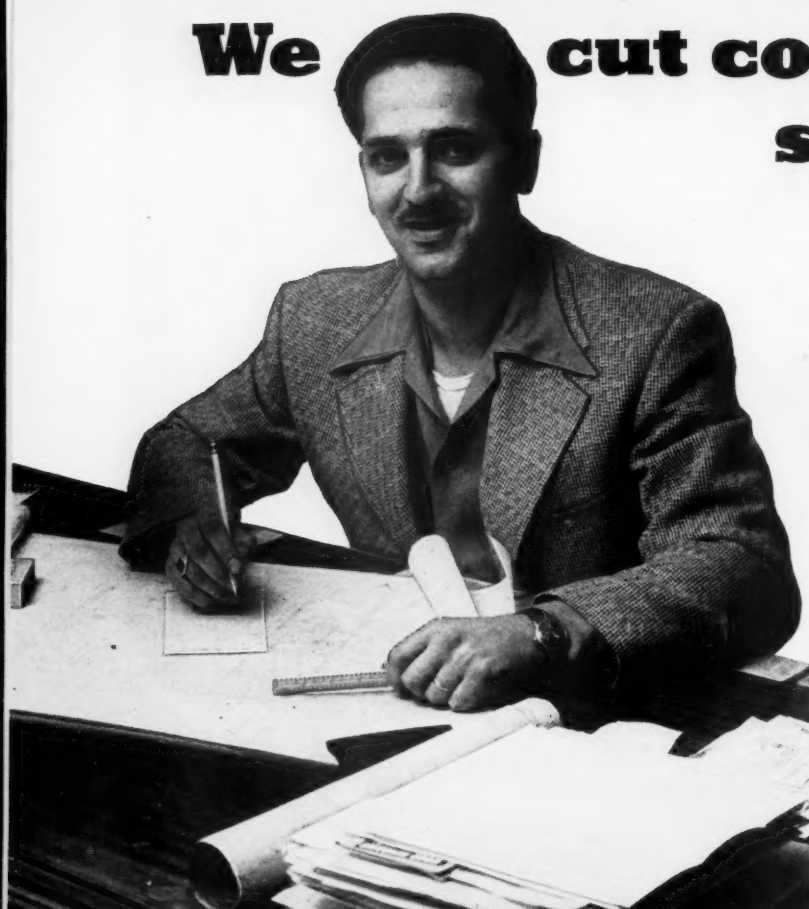
The original Prim that went over so big last year . . . and going stronger than ever! There is no finer self-sealing flat in its field. With its 3 new sisters just filled with Fashion Appeal, you can't beat Prim's Fashion Foursome for sales appeal this spring!

DAVIS

OF BALTIMORE . . . THE H. B. DAVIS CO.

1701 BUSH AND SEVERN STS. BALTIMORE 30, MARYLAND AND SAVANNAH, GEORGIA

We cut costs, tripled sales when full-line



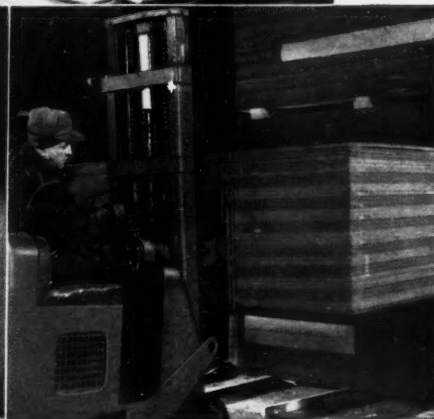
"We started by lowering costs through pool car orders. Next we simplified bookkeeping and inventory and conserved warehouse space. Sales boomed when we discovered it was easier and more effective to promote one brand — Insulite. What's more, we had a real working inventory to sell from. In just one year, insulation board sales actually increased 304%! Briefly, here's why we stock Insulite exclusively."

Harold Jurgrau

Mr. Harold Jurgrau, Manager
The William Veronneau Company
Meriden, Connecticut



1. "Easier, more effective to promote the Insulite line exclusively." You can concentrate on this one well-known brand. And concentration pays off in more effective selling. Furthermore, a complete well-rounded stock of Insulite keeps you from passing up sales opportunities. When you stock it, you talk it, and when you talk it, you sell it!



2. "Full-line Insulite yard cuts handling costs." You save valuable warehouse space when you stock Insulite exclusively. And since Insulite, Bildrite and Graylite, for example, are completely weatherproofed they can be stored outside, freeing hundreds of square feet of shed space for products that need protection.



3. "Bookkeeping and inventory time is reduced" when you stock Insulite exclusively. "It's easier to tally and easier to plan ahead for future requirements with a full-line Insulite operation. What's more, you get the further advantage of pool car savings when you concentrate your buying with Insulite."

It will pay you to sell

insulation board we became a Insulite yard!



4. "Builder acceptance makes sales easier." Customers stay sold on Insulite because it's clean and easy to handle, practically eliminates waste, speeds completions, cuts labor costs. Bildrite Sheathing, for example, reduces application time 30% or more . . . Insulite Shingle-Backer, as much as 50%!

5. "Product development gives you competitive advantage."

Almost every major advance in the insulation board field has come from Insulite . . . the first wood-fiber insulation board, the first acoustical tileboard, the first insulation board to be waterproofed throughout with asphalt, the first insulating sheathing to be accepted by F.H.A. for use without corner-bracing. And, most recently, Insulite developed the Shingle-Backer System (demonstrated here by Insulite representative, Herb Johnson) which offers new sales opportunities to Insulite dealers.



INSULITE DIVISION, Minnesota and Ontario Paper Company
Minneapolis 2, Minnesota

INSULITE, BILDRITE, GRAYLITE AND LOK-JOINT LATH ARE REG. T. M., U.S. PAT. OFF.

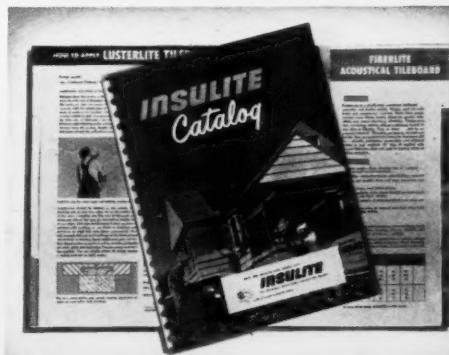
INSULITE

Made of hardy Northern wood

**Compare the
Insulite line for
profit opportunities . . .
you be the judge!**



Get these free Insulite samples. Put them side by side with *any other products* in their field . . . then you be the judge. See why it's easier to sell the full Insulite line. Get this complete sample kit now. *Mail coupon today!*



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FREE INSULITE SAMPLE
KIT AND FULL-COLOR
INSULITE CATALOG**

INSULITE, Minneapolis 2, Minnesota

*I want to examine the Insulite line!
I'd like to see . . .*

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☐ 50-page Insulite Catalog

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Firm _____

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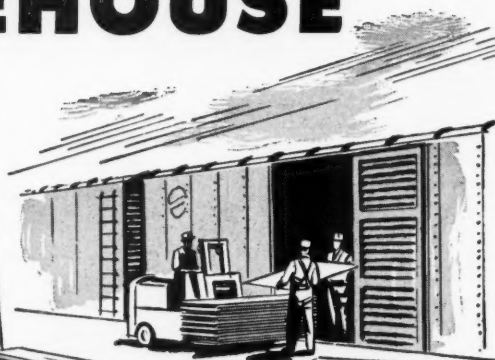
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. . . and don't forget these other G-P specialties: GPX®, the plastic-faced plywood with more than 60 proven uses; G-P Crownply®, the decorative hardwood plywood and G-P GIANT scarfed panels in 12', 14', 16' lengths and up.



G-P PRODUCTS

- GPX Plastic-faced plywood
- G-P Crownply hardwood plywood
- G-P WedgeWood decorative paneling
- G-P Plysheet Southern plywood
- Douglas Fir Plywood
- Giant-sized Scarfed panels
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- Hardwood Flush Doors
- Cypress and Redwood Lumber
- Southern pine
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PLYWOOD COMPANY

SOUTHERN FINANCE BUILDING
AUGUSTA, GEORGIA

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This spring farmers will be asking for fence posts **PRESSURE-CREOSOTED** with

U-S-S Creosote Oil

YOUR NEIGHBORS WILL TELL YOU:

**"I'm saving on farm labor
with pressure-creosoted
fence posts"**

MR. O. F. PATTERSON, JR., whose farm is located near
Stanford, North Carolina, says:

"Four years ago we installed pressure-creosoted
fence posts, and they look as good today as the day
they were put in. We expect at least 20-25 years'
more service out of these posts without any addi-
tional upkeep costs... they certainly will cut down
on replacement costs and labor."



SAVE ON REPLACEMENTS AND FENCE, TOO

Pressure-creosoted fence posts actually
give you three-way savings.

1. YOU SAVE ON LABOR—

Pressure-creosoted posts are straight,
smooth and easy to set. And because
they last up to 7 times as long as
untreated posts, they save all the
labor of repeated resetting.

2. YOU SAVE ON REPLACEMENTS—

Instead of having to replace un-
treated posts time and again, you

can do the same job with only one
pressure-creosoted post. Compare
the cost of posts alone and the sav-
ings will surprise you.

3. YOU SAVE ON FENCE—

Down fence often means damaged
fence. Pressure-creosoted posts help
protect your fence against this dam-
age and expense.

**Be sure the wood posts you buy are
PRESSURE-CREOSOTED with U-S-S Creosote Oil**

● Pressure-creosoted posts are engi-
neered products of modern wood-
treating plants. The right amount of
Creosote Oil, forced into the wood,
gives it protection against termites,
fungi and dry rot.

Many pressure-creosoting plants
treat their posts with U-S-S Cre-
sote Oil. You are familiar with prod-
ucts of United States Steel, so you
know that when posts are pressure-
creosoted with U-S-S Creosote Oil

a quality pro-
Your fence
supply you
posts. If he
stock he ca
quickly. For
est supplier,
no obligation

**UNITED STATES ST-
525 William Penn Pla**



Agricultural Extension Section
United States Steel Corporation
Room 2808-H, 525 William Penn Place
Pittsburgh 30, Pa.

I would like to know more about pressure-creosoted fence
nearest supplier. No obligation.

Name
Address
County
I would like prices on posts from the su

UNITED STATES

**BE READY FOR YOUR SHARE
OF THIS BUSINESS!**

THIS year, more and more farmers are going
to take advantage of the savings they can
realize by using pressure-creosoted fence posts.

They've been reading advertisements like this
in their favorite farm magazines and they are in the
mood to buy.

In these advertisements, farmers in the reader's own
vicinity tell how pressure-creosoted fence posts are
giving them savings in labor, replacements and fence.
And farmers rely on the word of men like themselves.

To buy fence posts pressure-creosoted with U-S-S
Creosote Oil, farmers are directed to business estab-
lishments like yours. Be ready for this business by
making arrangements now to handle these posts.
You'll find it easy to build a profitable year-after-year
post business.

As a leading producer of Creosote Oil, we'll be glad
to put you in touch with a wood treater who can supply
you with pressure-creosoted fence posts. Just fill in the
card and mail it today; no stamp is necessary. United
States Steel Corporation, 525 William Penn Place,
Pittsburgh 30, Pa.

MAIL THIS CARD TODAY—NO STAMP NEEDED!

United States Steel Corporation
Room 2808-H, 525 William Penn Place
Pittsburgh 30, Pa.

I'm interested in handling pressure-creosoted fence posts. Please
send me more information and put me in touch with pressure-
treaters who produce this product.

Name

Address

City

State

**Don't pass up this opportunity
to build volume and profits in
**PRESSURE-CREOSOTED
FENCE POSTS****

*Return this card
today!*

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.

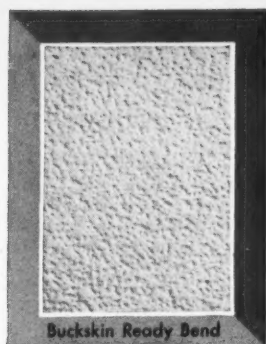
BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

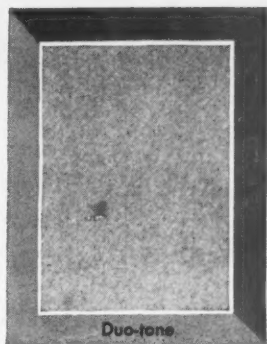
— POSTAGE WILL BE PAID BY —

**UNITED STATES STEEL
Room 2808-H, 525 William Penn Place
Pittsburgh 30, Pennsylvania**

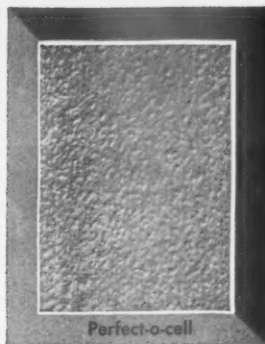




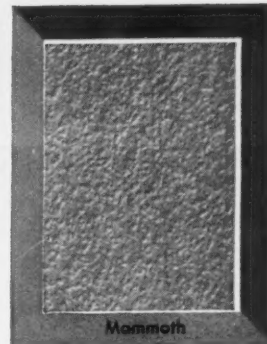
Buckskin Ready Bend



Duo-tone



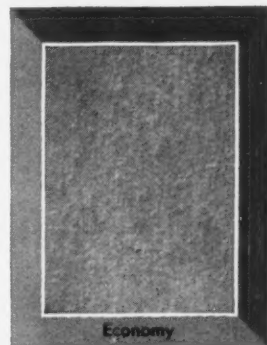
Perfect-o-cell



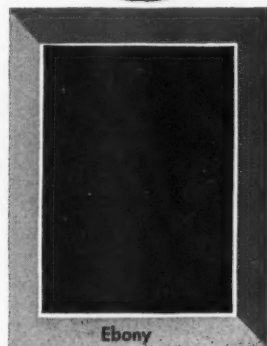
Mammoth



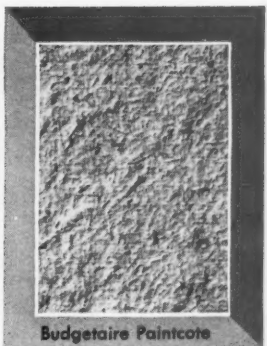
Let **PLASTERGON**
paint this wallboard
profit picture for you



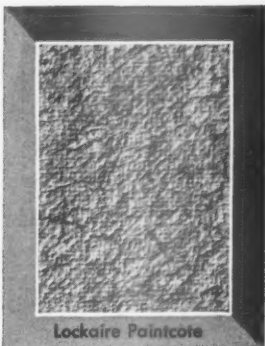
Economy



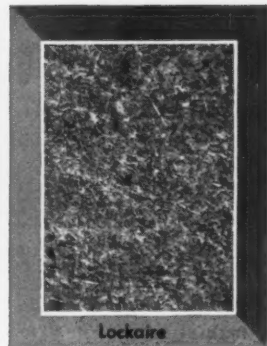
Ebony



Budgetaire Paintcote



Lockaire Paintcote



Lockaire

We'd blush at the suggestion that we're Old Masters . . . but we have what it takes to make a wall a work of art . . .

That's Plastergon . . . made in every type of wallboard your customer needs. Styled and specified to his exact requirement . . . and at the best price.

Let us help you to create a sales masterpiece with the complete Plastergon line. *Ask us for full details and product literature.*

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Check this list . . .
you'll find a wallboard
for your every need

BUCKSKIN READY BEND—1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.

DUO-TONE—2-color wallboard in 6 different color combinations. Four-ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.

PERFECT-O-CELL—Approximately 3/16", 4-ply, pebbled wallboard with extra sizing on both sides. Rich cream color. 48" wide . . . lengths 6 to 12 ft.

MAMMOTH—Approximately 1/4", 5-ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.

ECONOMY—A lot of value at low cost. Smooth finish, both sides. 4-ply . . . 48" wide . . . 6 to 12 ft. long . . . bundles of 12.

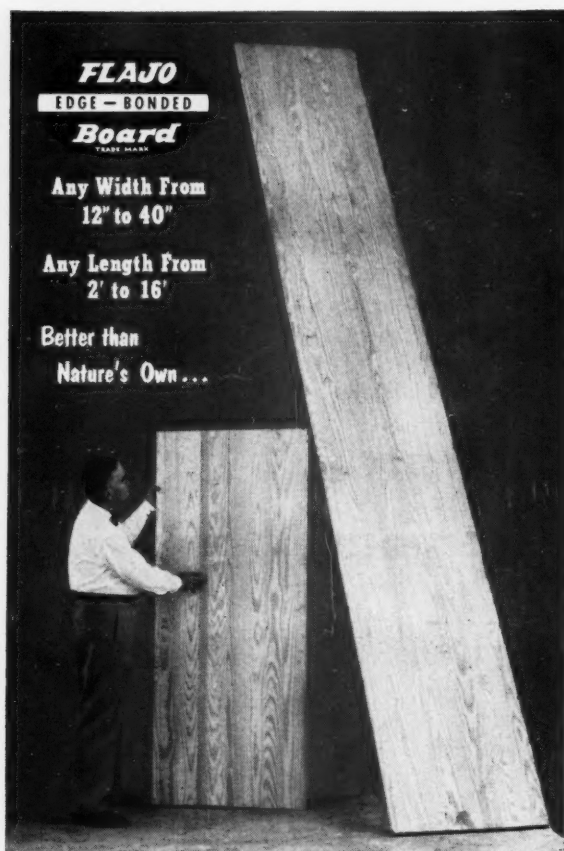
EBONY—1/8" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

BUDGETAIRE PAINTCOTE—5/16" insulating board. Licorice root fibres. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

LOCKAIRE PAINTCOTE—1/2" insulating board. Licorice root fibres for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft.

LOCKAIRE—1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long. Also v-joint panels 2' by 8'. 25/32" building boards.

Now You Can Fill Every Demand for... *Extra Wide Boards*



FLAJO BOARD is made of kiln-dried, random width yellow pine boards with growth rings in natural opposition to one another, distributing and equalizing stresses.

Placed edge to edge, these random width boards are dielectrical edge-bonded under pressure of 800 pounds per square inch. The result is dimensionally stable FLAJO BOARD—with warp-age reduced to a minimum — with joints that are stronger than the wood itself.

SPECIFICATIONS

FLAJO BOARD is produced in sizes 12 to 40 inches wide and 2 to 16 feet long in 4/4, 5/4, 6/4 and 8/4 thickness. Dressing: 12" to 13½" S2S, S4S or S3SNIE. 14" and wider S2S, edges ripped on fine tooth saw. All end grain sealed to prevent checking. Grade: S. P. I. B. "B&Btr", "C" and "D".

FLAJO door jamb sets made from FLAJO BOARD. Full range of sizes. Come dadoed, ready for assembling. Steel tape packaged in pairs. Big demand for this item.



FLAJO BOARD stair treads. Any width, 10½" up. Any length. Any thickness up to 8/4. Ready nosed. Dressed to order. End grain treated. Specify interior or exterior.



PROMPTLY AND PROFITABLY

Whenever the job calls for boards 12 to 40 inches wide and lengths of 2 to 16 feet, FLAJO BOARD is first choice because it enables a man to turn out better work in less time with less effort. Rip it, shape it, sand it to any desired form. Its one-way grain is an aid to better carpentry.

Stock FLAJO BOARD in the sizes you know will prove popular with your trade. Be sure to specify whether for interior or exterior use. Don't overlook our ready-to-use door jamb sets and stair treads also made of FLAJO BOARD. Order today for prompt shipment.

FLACK-JONES LUMBER COMPANY, INC.

Ridgeville, S. C.

Moncks Corner, S. C.

Sales Office: Moncks Corner, S. C.



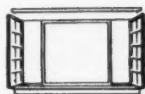
THERE'S A
UALCO WINDOW
FOR
EVERY OPENING



HOPPER WINDOW



DOUBLE HUNG WINDOW



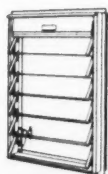
TWINSUL PICTURE WINDOW



BASEMENT WINDOW



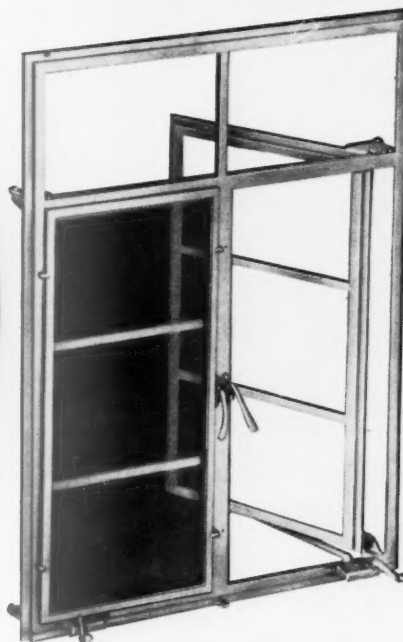
UTILITY WINDOW



JALOUSIE WINDOW

See Our Catalog
in Sweet's

WORLD'S LARGEST MANUFACTURER OF ALUMINUM CASEMENT WINDOWS



Behind "World's Largest Manufacturer" are years of on-the-board planning . . . years of on-the-job testing . . . years of builder and homeowner satisfaction. Research to find out what builders and homeowners want in a window

The Ualco Casement Window is one of the most-wanted in the Ualco complete line. It is made of finest extruded aluminum. Joints are electrically flash-welded and mitered. Each casement is hand-proven before leaving the factory

Their satin-smooth finish—by Ualco's exclusive method—lasts forever! Narrow

frames and muntins provide larger glazed area without loss of strength.

So, offer your buyers the best that's offered you—Ualco Casement Windows—Made by the World's Largest Manufacturer of Aluminum Casement Windows.

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Tear Off
Mail
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UNION ALUMINUM CO., INC., Sheffield, Alabama
Gentlemen:
Please rush technical data and prices.

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"BLINDFOLD TEST" PROVES LOF GLASS EASIEST TO CUT!



ASHLAND, VIRGINIA



T. M. Haley of Haley & Durrett says:
"On Brand "D" the cutter pulled down
easier and the cut was clean and quick."

Mr. Haley, hardware and building supply dealer, ran cuts on four *unidentified* brands of single-strength window glass. *He found the brand marked "D" easiest to cut. "D" was L·O·F.*

It is easier to cut L·O·F window glass into big pieces, little pieces; angled and curved pieces. You can cut off thin strips close to an edge with a light stroke.

L·O·F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. So it's a safer buy for your customers, too.

Try the "Blindfold Test" yourself!

You'll see why you have fewer bad cuts, less waste and *more profit*, with L·O·F.

Anybody in the store can cut it... nothing tricky about it.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in principal cities throughout the country. And send for your free booklet—*For Greater Profits on Window Glass*.

Write Libbey-Owens-Ford Glass Company, 7013 Nicholas Building, Toledo 3, Ohio.



LIBBEY·OWENS·FORD *the easy-to-cut* **WINDOW GLASS**



Builder cuts after-rain delays one full day

since switching to Double-Waterproofed

CELOTEX INSULATING SHEATHING



"Last year we changed to Celotex Double-Waterproofed Insulating Sheathing. Thanks to its asphalt coating, it sheds water so efficiently that we can resume work up to one day sooner after rain. Furthermore, we have found we can stack it in the open with no worry about moisture damage."

F. W. Lewis, General Contractor
Hayward, California
(Greater Oakland-San Francisco Area)

Practical job advantages like the one described by Mr. Lewis are the reason so many leading builders prefer Celotex Insulating Sheathing.

Architects, too, prefer Celotex Insulating Sheathing—2 to 1 over the next leading brand, according to an impartial survey!

So if you want bigger sheathing volume, easier sales and better profits—feature the brand that builders and architects prefer. Stock, display and promote Celotex Insulating Sheathing!

National Advertising Puts the SELL in Celotex

To help make 1953 a banner year for you, Celotex is staging a great new national advertising campaign. Big, colorful ads month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and other big-circulation magazines! PLUS impressive ads in leading builders' magazines! All with one goal: to send more customers your way!

More than a quarter century of consistent, effective national advertising has created nationwide preference for the brand name Celotex. That's why sales come easier when you feature genuine Celotex Insulating Sheathing and other building products in the famous Celotex line.

All these big selling features yours only in CELOTEX INSULATING SHEATHING

1. Insulates and Weatherproofs as it builds. All at one cost. No building paper needed.

2. No Corner Bracing Needed to meet F.H.A. requirements, with 4 ft. wide, $\frac{25}{32}$ " thick Celotex Insulating Sheathing. It is laminated for extra strength and rigidity. Has about 30% greater bracing power than ordinary sheathing.

3. Goes Up 30% Faster. Easier to cut

and fit. Up to 15% less waste. Shingles can be applied direct, easily and quickly.

4. Double-Waterproofed. Inside, by integral treatment that coats every fibre; outside, by asphalt coating. Yet has high vapor permeability.

5. It is the Only Sheathing made of tougher, stronger, long Louisiana cane fibres—and protected by the patented Ferox® Process from dry rot and termites.

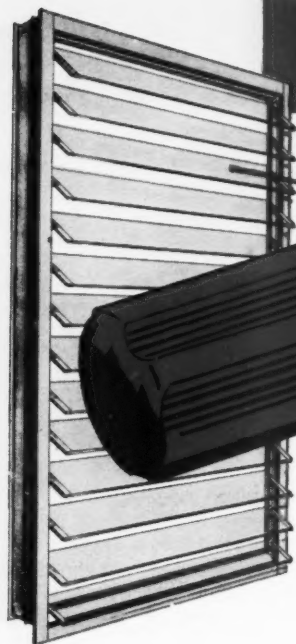
Feature the brand builders and architects prefer...

CELOTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING

THE CELOTEX CORPORATION
120 S. LA SALLE ST., CHICAGO 3, ILLINOIS



It's double
waterproofed!



this screwdriver...

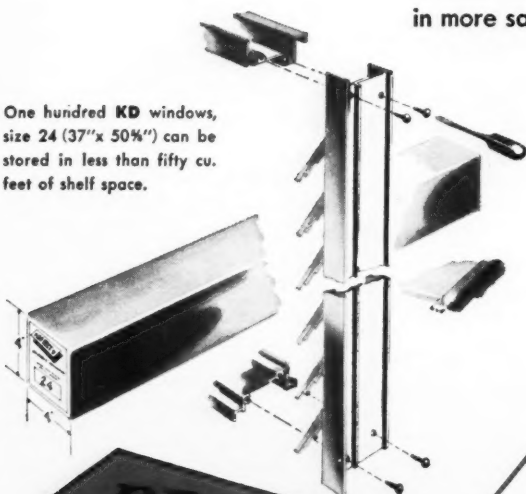
and

eight screws...



A simple sawing operation in minutes makes special custom windows on the job eliminating unnecessary delay.

One hundred KD windows, size 24 (37"x 50 1/2") can be stored in less than fifty cu. feet of shelf space.



symbolize Pro-Tect-U jalousies' simplicity of assembly...just one of the outstanding features that make Pro-Tect-U the leader in its field. This simplicity can reduce your salesmen's equipment from a slide rule to an order book...resulting in more sales to more satisfied customers.

PRO-TECT-U The only Jalousie Window with equally distributed closing force throughout the entire height of the unit.

PRO-TECT-U The only Jalousie Window with hardware adjustment every fourth louver...and weatherproof vane ends by the use of interlocking metal parts. Inside screens are interchangeable with winter storm sash.

PRO-TECT-U JALOUSIE CORPORATION
Dept. SB-1 Coral Gables, Fla.
Please send me complete details on a Pro-Tect-U dealership.

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Address

City State

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Production Manager

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CONTROLLED CIRCULATION AUDIT
NATIONAL BUSINESS PUBLICATIONS



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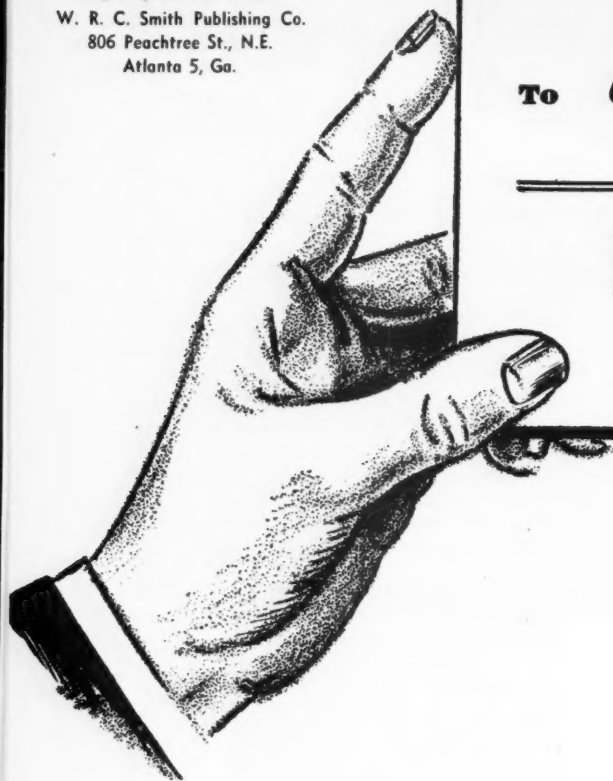


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STATEMENT	
To <i>Average American Family</i> <i>Main Street, U.S.A.</i>	
<i>Your share of the Federal debt</i>	<i>\$5860.00</i>

Freedom Demands a

By HARRY F. BYRD

THE FEDERAL GOVERNMENT is spending your money at the rate of about \$2,500 every time the clock ticks. That is approximately the amount to be paid in Federal taxes this year by a man, with a wife and two children, earning \$12,000 a year.

The Federal government is collecting taxes from you at a rate of more than \$2,200 every second of every day and every night. The per capita income in this country now is estimated at about \$1,700 a year.

The Federal government is adding to our Federal debt, through deficit spending, at the rate of more than \$300 a second.

Federal expenditures in this fiscal year which ends next June 30 will total nearly \$80 billion. Federal revenue will not exceed \$69 billion.

This kind of deficit spending has been going on for a long time. In 21 years the Federal budget has been balanced three times. A new generation has reached its majority under Federal deficit financing.

In view of these facts one might well ask himself: When does a Democracy become insolvent? In a system such as ours, when and how does national insolvency manifest itself?

There probably will be no milestone to mark the crossroad, but there are some who may conclude that a Democracy is approaching insolvency when:

(1) We are unable to pay current costs of government over a prolonged period with taxes short of confiscation and diminishing returns; and

(2) When the constant cheapening of the dollar is a result of these conditions.

In our short-of-war status, Federal taxes—raised three times in one year—did not meet expenditures last year, and expenditures will exceed revenues by more than 10 per cent this year. The dollar is now worth 53 cents.

The best tax experts in the country have testified that taxes are already so oppressive they cannot be maintained at present levels for more than a temporary period.

Each new deficit is being piled upon a Federal debt already greater than any other nation ever dared create. We went into World War I with a Federal

FEDERAL DEBT

SOURCE: U. S. TREASURY

1869 ■ **\$2.2 BILLION**
(After Civil War)

1919 ■ **\$25.2 BILLION**
(After World War I)

1929 ■ **\$16.6 BILLION**
(Boom Year)

1939 ■ **\$39.9 BILLION**
(Pre-World War II)

1952 ■



In this article the nation's long-time leading exponent of governmental economy points to the desperate need of cutting federal spending and balancing the budget. This is No. 2 in a series on problems of business and government, written exclusively for the W. R. C. Smith publications.

Solvent America

United States Senator from Virginia



SENATOR BYRD has rendered distinguished service to his country as a member of the Senate since 1933. Prior to that time he was governor of Virginia. He is Chairman of the Joint Congressional Committee on Reduction of Nonessential Federal Expenditures.

debt of less than \$1 billion; we went into World War II with a Federal debt of less than \$50 billion. We started this new deficit financing era with a Federal debt of more than a quarter of a trillion dollars.

If the integrity of the United States is to be maintained—if we are to remain solvent—we must finance the new debt created by current deficits at the same time we are paying off the old debt obligations which are now coming due. This must be done whether the debt was incurred for war or peace.

With characteristic deception, the Fair Deal economists have been telling us for years that there is nothing wrong with a huge Federal debt so long as we owe it to ourselves. But when pay day rolls around we find that we owe it to ourselves in the war bonds we hold, in our bank savings against a rainy day which are invested in the Federal debt, in the insurance we bought for the protection of our families which is invested in the Federal debt, and in the social security taxes withheld from us against our old age, which are invested in the Federal debt.

We find some 10 per cent of the taxes the Federal government taxes from us goes to pay ourselves interest. What would happen if we should find that this debt the Federal government owes us couldn't be met when it comes due; if we couldn't finance it, or if we couldn't pay the interest?

It is the Federal debt that stimulates inflation. It is the Federal debt that may impair our personal security. The Federal debt is a vital factor in the security and preservation of our form of government and the freedoms for which it stands.

Democracy can not survive insolvency. Neither can our free enterprise system. Without the productive

See **A SOLVENT AMERICA** page 68

Illustration from
U. S. Chamber
of Commerce



**THE AVERAGE FAMILY'S SHARE
OF THIS DEBT IS \$5,860**

\$259.0 BILLION

SUPPLY & DEMAND

Business Outlook Bright for 1953

GOOD TIMES are in prospect for business in general — and the construction industry in particular — during 1953. The outlook is as rosy to government prognosticators as to industry economists . . . if not rosier!

The reasons for the bright business outlook are at least three:

1. Personal income is at an all-time high and gives promise of climbing . . . as defense production reaches its "cold war" peak and civilian output speeds apace.

2. Unemployment is at an all-time low — less than 2% of available employables, with no letdown clearly in sight.

3. A new, Republican administration in Washington gives assurance that government will be run more economically, with less government interference in private industry.

THE ANNUAL joint estimates of the U. S. Departments of Labor and Commerce anticipate total new construction of \$33.5 billions this year — about 3.7% more than in 1952. The public construction rise is forecast at 6.2% over '52, compared with a gain of 2.4% for private construction. On the other hand, public residential building is expected to drop 10.6%, while private non-farm residential building rises 3.8%.

The two departments expect private dwelling starts at least to equal the 1952 record, which was better than 1,100,000.

THE NATIONAL Association of Home Builders, the National Retail Lumber Dealers Association, and the National Association of Real Estate Boards all are planning on the construction of more than a million new homes in 1953. NAREB predicts stable prices for at least the first half of the year. NRLDA anticipates ample supplies of materials.

NAHB members are planning to build larger homes to accommodate the increased size of families since the war. Larger kitchens, air-conditioning, houses with three bedrooms and more than one bath, are some of the specifications for medium-priced houses planned for this year.

Increased self-authorization of metal materials in construction is expected to increase the amount of commercial and institutional building. NRLDA's H. R. Northup predicts that "farm construction is likely to remain at a high level and there will be a sharp upturn in the construction of new stores, office buildings, warehouses, and other commercial buildings."

"**ALMOST ALL** other classes of construction indirectly depend on activity in the homebuilding segment," pointed out Johns-Manville's Harold R. Berlin in a 1953 business forecast. "That is why the movement of people is so important to all classes. The trend of population is towards the suburbs. As consumers move out of the cities, commercial construction follows. Department stores open branches. Labor pools are created and industry moves into the suburbs to avail itself of the supply."

"It is therefore apparent that the future of construction can not be gauged by a mere survey of conventional factors, such as family formation. New trends are bringing major changes in the construction industry and will continue to do so for many years."

WHAT WILL HAPPEN to business after defense spending starts to slow down is answered, rather optimistically, by a committee of government and industry economists working under the direction of the U. S. Department of Commerce. In its report entitled "Markets after the Defense Expansion," the committee looks for continued prosperity in 1953, lasting probably through 1954, with the major test coming in 1955. It holds, however, that with only a normal growth in civilian demand, business should weather the period ahead without too much trouble.

Ample supplies of metals for all civilian needs by the fall of '53 are promised by industry spokesmen. This includes steel, aluminum, and copper. The result is that metal building materials and products should be in ample supply — along with lumber, gypsum board, asphalt, and other materials — to meet the demand for both new construction and modernization and repairs.

It all adds up to the strongest, and most promising, buyers' market since Pearl Harbor. The sales- and service-minded businessman should get his share of, perhaps, the nation's record business volume. The three factors to watch are realistic mark-ups, inventories, and extension of credit.

FEDERAL CONTROLS

Construction Limitations: Certain relaxations in use of metal materials for construction were made effective January 1, instead of next May 1,

through activation of **Direction 8 to Revised CMP Regulation 6** by NPA Administrator R. A. McDonald. The relaxations increase the amounts of steel and copper that may be self-authorized for commercial and most other types of construction.

Relaxations on aluminum will not become effective until May 1, NPA explained, because of the loss in aluminum production caused by the drouth-enforced power shortage in the Northwest.

The ban on recreational, amusement, and entertainment construction was lifted. Self-authorization for specific amounts of steel and copper per project, per calendar quarter, is permitted.

For the first time since the Controlled Materials Plan came into existence, homebuilders now are permitted to acquire and use structural steel up to 1,500 pounds per dwelling unit. Apartment-house builders may self-authorize purchase orders for steel and copper.

Revision of restrictions on "all other" construction should expedite commercial building and the erection of new schools, hospitals, public buildings, and public roads. Increased self-authorization of steel and copper materials is permitted.

Price Ceilings: New ceiling prices on direct-mill sales of stock millwork and stock millwork specialties were established December 5 through OPS issuance of **Ceiling Price Regulation 181** to supersede GCPR on stock millwork pricing at the mill. The new order establishes dollars-and-cents price ceilings at about 3-percent higher levels except for screen doors. The latter increases average 4.5 per cent. The increases were granted in conformity with OPS industry earnings standards.

Ceiling Price Regulation 182, issued December 11 by OPS, established dollars-and-cents ceiling prices on South Central hardwood and yellow cypress lumber. As under the new stock millwork regulation, resellers — wholesale or retail — are not covered by this order but are still subject to GCPR, SR-29, or SR-87.

Interpretation 1 to SR-29 is designed to exclude any profit-taking on inventory on hand when a re-seller receives a higher-priced shipment justifying a recalculation under Section 4 of this OPS order. It precludes profit-taking on inventory.

Amendment 1 to CPR-152, which established mill prices on Western pine lumber, requires rounding-out transportation additions to the nearest quarter (25 cents).



Credit plan and displays pay off!

In city of 6,000, "Walters Has It" means materials and services

IN ABINGDON, Virginia, the Walters Lumber Company has multiplied its business and the size of its store and warehouse plant by fulfilling the idea that "Walters Has It," whether it's a building material or a construction service, and whether it's for cash or for credit.

In fact, the Walters credit record is as outstanding as the functional material displays that now provide customers with easy choices of materials and supplies used in the

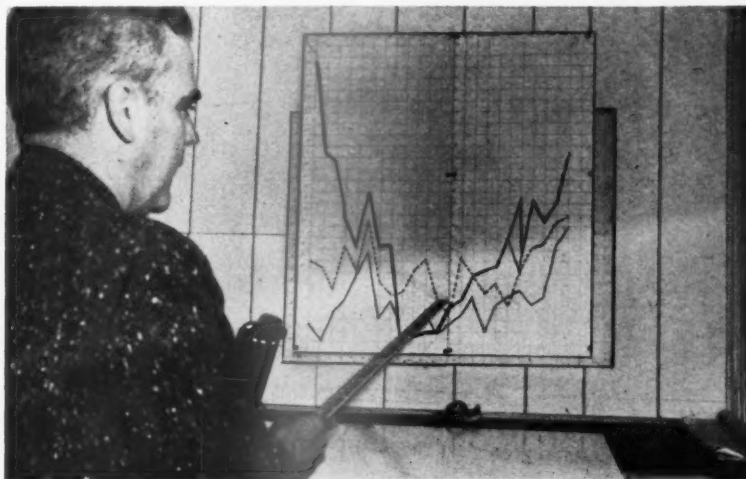
construction and on-going of a modern home. In 14 years Jimmie Walters, Sr., has expanded his firm's services and merchandise until his store is now accepted as "building headquarters" by many of agricultural-centered Abingdon's some 6,000 inhabitants.

The Walters Lumber Company stocks or sells everything needed to construct a house from the foundation to the plumbing, heating, and major appliances. It builds entire houses or other light struc-

tures; installs materials; makes repairs, or just sells the needed materials with necessary "how to do it" advice. And Walters offers a credit plan, based on monthly payments, for all these types of services.

However, Dealer Walters is not at all careless with credit sales. "We strive to know our customer, know his income, and his spending habits," Walters explained. "From all this we figure his monthly payments accordingly. Our policy is

THE BEST of material and equipment displays have been combined in the modernized salesroom of the Walters Lumber Co. in Abingdon, Va. Photo on front cover shows installed demonstration garage door, shop-built sales counter and fixtures, and plan-book rack. Display wall, seen above, is faced with nine kinds of exterior siding. Four entrance doors—made in shop in four price ranges — are to offices, conference room, paint stock. At right, J. P. Walters, Sr., checks chart on which he keeps track of gross sales, inventory, and accounts-receivable by the month.



to secure the smaller jobs and accounts with personal notes. We require deeds of trust on the larger accounts, signed by both husband and wife.

"This system has been very satisfactory. We carry over \$50,000 in accounts-receivable, and yet during the past 12 years our bad debts have been less than \$1,000—not even \$100 a year!"

Since the Walters Lumber Company's plant is located in a farming community on the edge of Abingdon, this dealer finds it necessary and profitable to do a considerable amount of advertising. Both the Abingdon weekly newspaper and a radio station in Bristol, 15 miles away, are used by Walters regularly.

The accent on installment sales is strong in their advertising messages.

A recent newspaper advertisement, for example, was headed "Ready to Move in." The brief, bold copy underneath a neat house picture read: "We will build this house or a similar house . . . 4 rooms and bath . . . on your lot for only \$3,500.00. \$1,000 down and balance \$35.00 per month. 10 different styles to choose from. Walters Lumber Co. Phone 60. Abingdon, Va." The ad size was three columns wide and 10 inches deep.

A radio spot announcement on station WFHG, for example, carried this message:

"Who says you can't afford those home improvements you've been wanting. Walters Lumber Co. will gladly explain how, for 10 per cent down, you can get almost any home improvement financed . . . with 36 months to pay balance."

See **CREDIT PLAN PAYS** page 87



ON THE DOORS of the wall cabinets, seen above, the Walters Lumber Co. displays a full choice of builders hardware, plumbing fittings, and electrical supplies. Point-of-purchases displays of principal product lines are set, easily at hand, atop the wall cabinets. Seen below is a home recently built by this dealer. Exterior walls are sided with $\frac{1}{4}$ -inch tempered hardboard.



SALES and installation of heating and cooling equipment are handled by Jimmie Walters, Jr. At right, he explains operation of Fairbanks-Morse combination cooling and heating system.



PLAN-BOOK costs are kept low and made to count because Dealer Walters charges for every book a person selects from the rack in salesroom, seen at left. Customer buying materials gets refund.



Rebuilds yard's business with 'PLYWOOD SPECIALS'

ONE WAY to attract traffic to a faltering lumber yard is by offering "specials in plywood."

That was the idea that came to T. I. (Chubby) Cobb, when he was made manager of the Bowman Lumber Company's line yard in Abilene, Texas, last summer. The results of putting it into action have been profitable. So much so that Cobb now modestly comments:

"Accomplishments so far with the plywood-specials program give me no cause to consider abandoning it any time in the near future."

Cobb ordered a carload of plywood—the first full carload ever shipped to one yard in Abilene, he says. Then he began a series of small newspaper advertisements

listing plywood specials. He supplemented these by two one-minute radio spots each day.

Within six weeks this program sold out the initial carload of plywood; one and one-half more cars were on order, and Bowman's Abilene yard was on its way back to the profit side of the ledger. For the sale of a carload of plywood involved much store traffic, attracting builders and home-owners alike.

Cobb moved in to rebuild the yard in volume and appearance.

By **BARON CREAGER**

"The company had been having bad luck with managers here for a period of time," he explained. "For one reason or another the sales volume had dropped off, and the yard had deteriorated in appearance. One of the first things I did was begin a remodeling program, which is not yet finished. And simultaneously I launched the plywood promotion program.

"It seemed to me that the best approach to regaining business for the yard was to specialize in plywood. It is used more and more for an increasing number of purposes.

"It is handy for use by farmers. All builders use some plywood. It is used more and more by Saturday-afternoon carpenters and home-owners in general, because it is easily and quickly handled.

"So I decided that plywood specials would bring in the customers—and that is just what happened, with traffic about 50-50 between builders and miscellaneous buyers. The program got all classes of customers to realize we were actually back in business in Abilene. And, quite naturally, the same program sold other merchandise."

This manager created a room, 32 by 26 feet, at the front of the



THIS IS the Texas lumber yard that "Chubby" Cobb put "back in the black column" by featuring plywood "specials" in the store and through newspaper advertisements listing "plywood bargains." Yard Manager Cobb is seen, at right, above, taking a plywood order from a price-conscious contractor. The Bowman yard has been remodeled.



See **PLYWOOD SPECIALS** page 49

SELLING LUMBER for Houses

By George M. Hansen
West Coast
Lumbermen's Association

PART 2



Paint selections yield extra profits

PROBABLY THE LARGEST and most lasting investment made by the average family, a house is also the easiest of possessions to keep fresh looking and modern—when it is made of wood.

Every house, new or old, has to be painted. Since the retail dealer furnishes the lumber, he is in a prime position to sell the paint also.

We benefit from the experience of centuries in the painting of wood, because wood is one of the longest used building materials. Some painting methods and finishes are new, but the painting characteristics of individual lumber species have not changed.

Because paint manufacturers are continually creating new colors and kinds of finishes, there is no danger of monotony in the finishes for a house built of wood. At the same time, the application of the various types of paint has become simpler and less subject to error. However, the details of application of any new paint product should be obtained from instructions on the can or from the manufacturer.

Basic differences in finishes for houses of wood usually hinge on whether they are to be used inside, where weathering elements are unimportant, or outside where the finish must withstand wind, rain, and sun. The same effects can be obtained both inside and out but different finish materials

may be required for best results.

The finish will differ, too, depending on the kind of wear that is involved. A scuff-resisting, resilient finish is desirable on a floor, while washability, gloss, and other qualities are more important on woodwork. For these reasons it is most important in selling paint and other finishes to ask the customer where the finish is to be used and the effect desired.

The first impression of a house is given by the outside. The color harmony and type of finish will catch the eye, and the setting and quality of workmanship will cement the impression.

Whether siding, board and batten, or shakes, wood exteriors offer the greatest variety of effects possible. The wood can be painted with pigmented paints which coat the wood so as to cover the pattern of the wood grain; or it can be given a "natural" finish which may have enough pigment to highlight the wood pattern; or it may be finished "clear" so as to protect the wood with a minimum of color change.

Conventional pigmented paint finish is ever popular whether the house be a cozy white bungalow with green shutters or a sophisticated pastel-pink cubical "dream home" with a fuchsia door. The old standard for quality of paint was the amount of linseed oil and white lead it contained. This is

still a reliable guide for "lead and oil" paints, but new paints are now available which use other materials. Under normal conditions in buying known brands, price is a good criterion on paint quality because competition guarantees price value.

The manufacturer's instructions on the label are the most important guides in specifying various paints, but a paint can do a satisfactory job only if it is applied to clean, dry wood in dry weather. It doesn't pay to paint through dusk hours because of the dew which quickly dampens outdoor surfaces.

The popular new "natural" finishes have an extra appeal because the inherent beauty of the grain pattern in the wood is preserved and intensified. The U. S. Forest Products Laboratory has tested the main types of "natural" finishes for exterior surfaces and advises that the price one has to face for the beauty is one of more frequent maintenance and re-doing.

A conventional paint covering should last four to six years before needing renewal, whereas "natural" finishes nearly always need renewal at least once a year. A compensation, however, is the fact that application of natural finishes is so simple that even an amateur can usually follow the directions.

The Forest Products Laboratory

types the "natural" finishes for exteriors of houses as wood-sealers, oils, and varnishes. Still to be found is a finish which will keep the same color and absence of gloss of the board as it comes from the lumber yard. Any protective finish penetrates the wood, darkens it, and adds some degree of gloss or luster.

The recommended "natural" finishes for exteriors are the wood-sealer types, which are much like varnishes in composition. The important differences are that they contain more thinner and penetrate deeper than varnishes. They do not penetrate as deeply as the oil finishes, however; nor do they darken the wood as much. While this finish is best to hold the beauty of the wood, it has less resistance to decay. For this reason, wood-sealers are sometimes thinned with concentrated wood preservative so as to add decay-resistant qualities to the finish.

Oil finishes penetrate deepest and have the least luster or gloss as a result. However, they darken the wood more than either wood-sealers or varnishes, and they continue to get darker with age. Oil finishes do not harden the wood surface, and their nature tends to catch and hold dust and dirt. In damp climates or areas with prolonged periods of rain, oil finishes will encourage the growth of mildew unless concentrated preservative is added.

Varnish finishes more nearly coat the wood with a protective layer. The result is a gloss which is seldom desirable on exteriors. At first, varnish may not darken the wood any more than wood-sealer finishes, but in time there may be more darkening. After several renewals on exterior walls, varnish may develop milky areas, cracks, and scaling. Then it becomes necessary laboriously to re-

move the old varnish before putting on the new finish. Varnish can not be satisfactorily painted over without removal. Well-aged oil- and wood-sealer finishes that have not built up a coating can be painted over.

Finish materials used on the interior woodwork differ from exterior finishes chiefly in their composition and also in the much greater variety of types of finish available. The job to be done by interior finishes is mainly to protect the raw wood from stains and smudges, as well as to be decorative. Floors must resist wear, and light-colored woodwork must be washable. The many finishes available include waxes, shellac, varnishes, lacquers, enamels, casein paints, water paints, and stains.

Many interior finishes are washable. Since it is in the home that the amateur painter really goes to work, the manufacturers have aimed at finishes that are easy to apply. Just as in painting exteriors, it is important in painting interior woodwork to be certain that the surface is clean and dry. The smoother the wood has been sanded, the finer will be the finished surface.

It is difficult to make recommendations as to the type of finish for interior woodwork except where special conditions must be met. Experience has shown that high-gloss enamel is good for bathrooms and kitchens because of the more frequent washings involved. Wood floors usually receive a final high-quality varnish or floor-enamel finish because of the extra resistance to wear needed.

Hardwoods and some open-grained soft woods require a filler before a satisfactory finish can be applied. While many finishes can be applied satisfactorily by an amateur,

other finishes require the knowledge and skill of a master painter. Signs of an expert paint job include fine piano-smooth surfaces, matching colors, selection of compatible paints, and pleasing and lasting finishes on difficult surfaces.

If the home to be painted has a great deal of woodwork that is unevenly spaced, the dealer might suggest painting it the same color as the walls so as to avoid "cutting up" the room.

The floor or floor coverings normally should be the darkest in color, with a lighter color on the walls and the lightest color on the ceiling.

Rooms on the north side of the house need plenty of warm colors, such as orange and yellow.

Rooms on the south side need cool, subdued greens and blues.

Colors for east and west side rooms will vary, depending on the amount of sunlight they get.

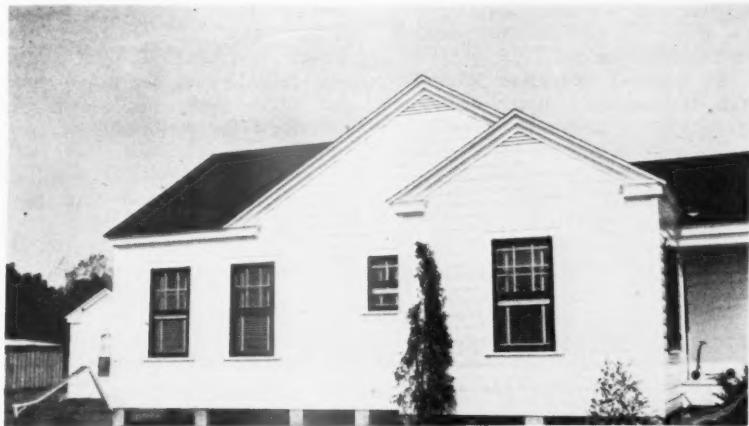
A large room in dark tones will appear smaller. When painted in light colors, a small room will appear more spacious.

The wood in a room is serving its decorative destiny best when the beauty of its grain is not obscured by the protective finish. This may be selected vertical grain, with the uniform pattern of parallel lines—or slash or flat grain, which brings out the full contrasts of color and the figure in the wood.

Selected paneling featuring knots, natural stains, and white pocket offer even more variety.

While color is easy to apply to wood whether it be a painted or a "natural" finish, the inherent color of the wood itself offers beauty to the discriminating. Wood will be beautiful with any finish when good materials are correctly applied on clean dry wood.

HOUSES BUILT of wood permit an endless variety of color schemes—inside and out—that are both soothing and decorative. White "lead and oil" paint makes the house, right, gleam in Texas. The black-trimmed screens add height to the elevation. In the Tennessee combination kitchen and bar shown on page 32, the "natural" finish of the knotty-pine paneling is pleasing to the eye.



Why I turned Wholesaler

By **BARNEY STEWART, Jr.**



IN 1932 MY FATHER and I launched a retail lumber business in Oklahoma City. Many people are asking me why, after 20 years of retailing, I have now converted the business to one that is strictly wholesale.

Well, to put it briefly, it seems to me that the retail business has become too highly competitive and too complicated. The return is not in proportion to the intensity of effort and the investment required.

Then, of recent months, it has become obligatory that this company become either all retail or all wholesale. On an experimental basis we had launched a wholesale operation in Tulsa, with one man employed. It was a satisfactory venture to the extent that the second man was added and, last June, its success was such that we added warehouse facilities.

So there we were—doing a retail business in Oklahoma City, and a wholesale business in Tulsa. It wasn't a healthy combination, for some dealers declined to patronize our wholesale branch because of our competitive position in the retail field.

In a retail operation a dealer can, theoretically, launch a home improvement or homebuilding program with resultant profit. I say theoretically because, at least from my viewpoint, I didn't find that field of activity attractive.

The manpower shortage makes it extremely difficult to maintain a satisfactory construction crew. In that activity there are complications today that every dealer recognizes.

Credit risk is one. And the requirement of capital investment at

today's prices is excessive, especially if the retail yard goes in for construction in addition to normal operation.

Finally, by my estimate, there are about a hundred retail yards here in Oklahoma City. This created a competitive situation that did not permit sufficient mark-up.

When we were in the retail business our store was always jammed on Saturday. Each Saturday there were 125 to 150 transactions, but the average amount of money involved was \$3. Those \$3 transactions were handled by personnel drawing \$350 to \$400 a month. Most people in a business with an average of \$3 per transaction have less expensive clerks — and the business is cash and carry.

Today we will sell one length of lumber to a regular wholesale customer, but the Saturday afternoon carpenter can not buy in our store.

Another reason for converting to wholesale was my conviction that we could spread our business over a wider market area. An advantage in that, as I see it, is that where one localized area suffers economically, we are not dependent upon that area alone, and therefore do not suffer proportionately with it.

Then, too, the credit risks are cleaner—much cleaner—in transactions with dealers and government agencies who constitute our wholesale clientele.

One more circumstance fitted neatly into the process of our firm's conversion from retail to wholesale. All of our salesmen, who are now calling on dealers, have had extensive retail experience. That

HAVING RUN retail yards in Oklahoma City for 20 years, Stewart is one of the best-known building material merchants in that state. He was a founder and first president of the vigorous Oklahoma Lumbermen's Association. His business is now concentrated in the wholesale bracket.

equips them to talk with dealers in their own language about their retail problems.

I am convinced there is a place for the type of wholesale operation that our firm will conduct. Some items, such as hardwood plywood, hardwood, and flush doors, have been neglected by the wholesale trade. We intend to make a secondary specialty of these items, which are increasing in demand, and a first line specialty of redwood.

We will have just about any lumber product anyone wants in the way of redwood. Choice of this and the other specialties have evidently been sound, for most of our business is in carload and warehouse lots. At least two-thirds of the volume is sold in carload shipments!

I am happy and our organization is happy with the step we have taken. But, although we are wholesalers exclusively, we often find ourselves wondering just what is a wholesale customer?

And another question I haven't yet found the answer for is: "Who buys what at what distribution level?"

Nevertheless, the air has cleared considerably for us. I am going to like the wholesale lumber business.

THE PICTURES at right and below actually join together to form one giant store front—one facing U. S. highway 66 and the other U. S. highway 33—10 miles from Tulsa, Okla. Glass is slanted in to avoid glare. Farmers coming into town from either direction easily notice the great variety of materials. Bottom photo shows typical display inside the huge store.



How to lure more RURAL CUSTOMERS

By A. F. HOLLEMAN, President-Manager
The Farm and Home Trading Post

WHEN WE DECIDED on a suburban location for the Farm and Home Trading Post's "one stop" building supply and hardware business, we also started a good many small, special services for our customers in rural areas and small communities.

We chose the intersection of two main highways running through Tulsa, Oklahoma, U. S. No. 66 and No. 33. This not only brought more traffic by our door but was easily accessible to farmers and ranchers. These people do not like downtown traffic in the first place and don't like to lose much time from work.

Stressing our slogan, "Everything to Build Anything," we advertised in local papers and over the radio our "grand opening" November 5, 1949. We were amazed at the response from both city and country people, as we are located 10 miles east of the Tulsa city limits where there is not much business except a couple of filling

stations, garage, cafe, and some tourist cabins.

To assure rural folks as reasonable and prompt attention as they would enjoy if living in the city, we started well-stocked electrical and plumbing departments. We have an arrangement with a local electrical and plumbing contractor to work out of our store, installing items we sell. We stock everything in that line from water systems, transformers, and meter boxes to

extension cords and light bulbs. Also window fans, heaters, and floor lamps.

Many farmers still live in old houses not fully modernized. We got the idea of trading not only old stoves and other appliances, but also old plumbing fixtures, windows, doors, siding, and other building materials for new.

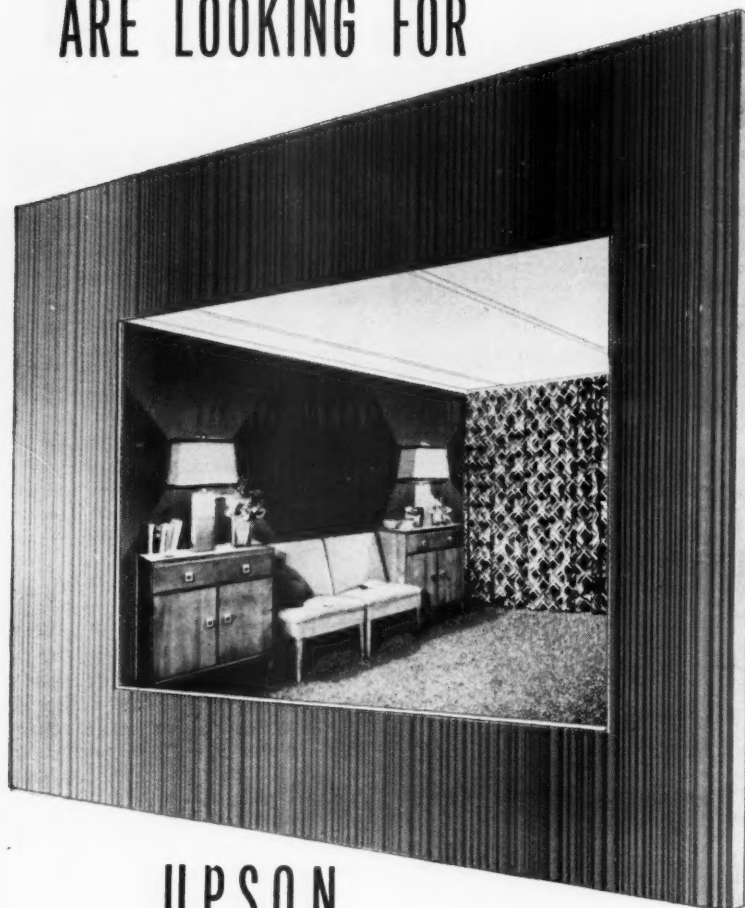
This brought us a lot of new business, but also involved tearing down the old equipment to make way for the new purchases.

Our next idea was to employ our own wrecking crew. So now our contractor employs six or eight men. Most of the materials taken from the wrecked or remodeled buildings are brought to our vacant lot where any prospective customer can browse at will and find almost anything that was ever put into an old structure—including stones, marble mantels, and wrought iron-work. We even have fence rails and railroad ties. The high piles of neatly stacked brick, stones, and lumber hide smaller items behind them and keep the yard from looking junky from the highways.

We offer free delivery of purchases of \$50 or more for as far as 25 miles. We charge about 10 cents a mile for delivery of smaller orders. But there is no cut-and-dried



JUST WHAT "Do-it-yourself" Customers ARE LOOKING FOR



UPSON *Striated* PANELS

A contrasting wall surface lends an authentic contemporary feeling—and a professional decorator touch—to that extra room or remodeling job your customers want to do themselves. Easy to apply . . .

Upson Striated Panels are also priced to save money for your customers. Tell them, too, that Upson Striated Panels will not crack, shatter or splinter. *They're textured!* They take paint beautifully and withstand extreme impact tests.

Send coupon
for detailed
information

THE UPSON COMPANY 971 Upson Point, Lockport, New York
Please send me booklet and full information on Upson Striated Panels.

Name _____

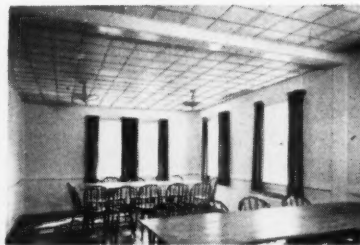
Name of Firm _____

Street Address _____

City _____

State _____

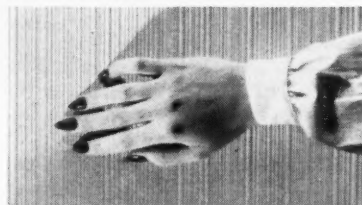
Church Members Turn Carpenters to Complete Building Project



The Sunday School room of the new Baptist Church, Lockport, New York (shown above) is one of several rooms which members of the congregation helped finish with their own hands. Upson Ceiling Tile, asphalt floor tile and Upson Wall Panels were used in this room and in many places throughout the new church.

Many Dealers Report Striated Panel Boom

The increased popularity of modern interiors and the growing "do-it-yourself" trend is accelerating the demand for striated wall panels, according to dealer reports. Latest product in the field—Upson Striated Panels—is proving especially popular. Dealers attribute this popularity to the fact that in addition to making smart, contrasting walls, Upson Striated Panels are remarkably easy to apply. A patented device called a "floating fastener" anchors the panels securely from the back, permits application without visible face nailing. These 7-ply thick panels take paint readily and are exceptionally strong. They will not crack, shatter or splinter and they withstand extreme impact tests. Upson Striated Panels are also priced to save money for "do-it-yourself" customers.



A Customer Writes

The following is a letter from a homemaker in Elmira, New York. "The Upson panels you recommended were wonderful. We used them to recover a plaster ceiling which had fallen. There was no dirt or mess of any kind. Just think—if we had that mess of plaster to clean up! Thanks again!"

Upson Company Reports Extensive '53 Ad Schedule

An increased schedule of full color and black and white Upson advertisements has been released to fourteen consumer magazines for 1953, the company reports. As in the past, each advertisement is couponed and all inquiries will be passed on to dealers.

rule, and so we extend further courtesies to our good, regular customers.

Several special services that bring in and keep our rural customers are:

1. Wood sash glazed free if brought to the store.
2. Free cutting and threading of pipe, to customer's specifications.
3. Free cutting of lumber and plywood to customer's specifications.
4. Free estimates on new construction, repair, remodeling, and decorating.
5. Assistance in developing a prospect's ideas in practical and serviceable plans.
6. Free plans for all farm buildings as worked out by Oklahoma A and M College.
7. Rental equipment, including floor waxers, sweepers, post-hole diggers.
8. Ample free parking for about 75 cars in the triangle at the front of the store or in the rear for a rancher who wants to leave his truck or trailer while he goes into town for shopping for items we don't stock.

Our customers are not only the people living in the immediate vicinity, but now include those residents of small towns within a radius of 65 miles.

Our advertising is directed to all within this area by 19,000 circulars or flyers we mail on the 20th of the month to that many boxholders. We offer free advertising of 25 words or less in these circulars to the first 50 persons sending in ads about things to sell, services, or wants. All additional ads received are posted on a large bulletin board at the front of the store right next to the door.

Our idea to attract the business of those not reached by mail or radio was to put up a big sign offering free kindling wood to campers, fishermen, and hunters. These packages are now kept in a huge wood box by the door where a man can help himself as he goes out. We now sell hunting and fishing licenses and have added such sporting equipment.

Our original building, constructed of asbestos-cement board almost throughout, was 112 feet long and 20 feet wide.

Within six months we added another 60 feet, which took it to the highway and covered our first driveway.

Within another year, we added

See **RURAL PROMOTION** page 87

Anyone who buys
Lumber or Paint
is your prospect

sell these *clean* Penta
WOOD PRESERVATIVES



FOR WOOD TO BE PAINTED

Water repellent. Stops rot—kills termites—controls warping, swelling, grain raising, end-checking. Recommended in lieu of prime coat for paint. Ready-to-use in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed.



FOR GENERAL PURPOSE USE

All-round, low-cost product for use where surface is not to be painted soon. Stops rot—kills termites. Available in 55 gallon drums, 5 gallon cans, 1 gallon cans. Attractively lithographed. Ready-to-use or 1-10 concentrate.

★ 2 SALES—2 PROFITS ★

BACKED BY

RED HOT PROMOTION!



NEWSPAPER MATS



RADIO - TV SPOTS



DIRECT MAIL FOLDERS



WINDOW BANNERS



COUNTER DISPLAYS

COLORFUL! EYE-CATCHING!
SELL FOR YOU!

DESIGNED TO SELL

- ATTRACTIVE PROFIT
- EYE-CATCHING PACKAGES
- READY-MADE MARKET
- CONSUMER ADVERTISING
- BUY FROM NEARBY DISTRIBUTORS

WIRE — WRITE — PHONE

CHAPMAN CHEMICAL COMPANY

DERMON BUILDING
MEMPHIS, TENNESSEE

How to win Contractor Customers

New line yard lets 'em use shop machinery

TO CAPTURE a profitable share of the material business of contractors and builders when his firm opened a new line yard in Opelousas, Louisiana, 13 months ago, Manager John Holbrook set up a small woodwork shop and cleared the aisle. Then he welcomed builders and their craftsmen to work up their door and window frames, cabinets, and similar woodwork smack in the middle of his stocks of materials!

The happy result was that Roy O. Martin's newest line yard soon was paying off in "the world's sweet potato center," even though five other yards were serving the area. Its name is the Pelican State Lumber Company and its varied signs flag the attention of farmers and others traversing U. S. highway 190 on the edge of Opelousas.

His firm's reasoning behind this extra service for contractor customers was explained by Manager Holbrook. "Every board and nail these folks buy at retail yields us a fair profit. While they're working in or walking through our warehouse, they often see some other material they'll need on the job, so they order it, too.

"In appreciation for the use of our woodwork machines and inside working space, most of these builders are more inclined to buy their whole bill of goods from us."

The Pelican State's shop is located under a metal shed at the rear of the lumber warehouse and close by another lumber shed. It is equipped with an individually powered tilting bench saw, single-surface planer, and small jointer.



"There haven't been many days lately," Holbrook reported, "when we didn't have at least two crews in our plant. Often we have four—and they all buy materials to go out on their jobs with the items they assemble."

CONTRACTORS and their mechanics are found daily making use of the woodwork machines and space provided by the Pelican State Lumber Co. in Opelousas, La. In cover photo, carpenters rip stop strips for window frames as Yard Manager Holbrook watches.



WELL-IDENTIFIED with signs on front and both sides, the building of the Roy O. Martin line yard in Opelousas is seen at left. New warehouse unit was added to rear, with truck lane in center. Above, Salesman Phillips serves a customer at compact circular counter.





Let your General Jobber do your second guessing

There is no need to carry a wide variety of flush door sizes to meet unusual demands—no need to try to "read your customers' minds." You can fill in your stock from the generous warehouse stocks of your General Jobber whenever you wish . . . without a day's delay.

Carefully
selected lumber
is dried by
carloads in
these huge
kilns



flush door quality starts at the dry kiln



The moisture content of the stiles, rails and lock blocks for General Doors is reduced to a limit of 5 to 7% in General's battery of kilns, each with a capacity of over 4 carloads of lumber. This, plus General's secret process for relieving grain stresses, prevents warpage, common cause of flush door dissatisfaction.

Consider these other reasons for General quality:

THE WORLD'S MOST BEAUTIFUL DOORS—Premium door face panels are either one piece or perfectly matched for grain and color.

THREE-PLY PANELS—33 1/3% thicker than most door panels. Made to rigid standards under our control. General's huge veneer plants are devoted exclusively to General Door panels.

SCIENTIFIC CORE DESIGN—Inert 3" fibre rings are precisely spaced 1 1/2" apart to give panels the strongest support known to the industry.

HOT PLATE PRESSED—Glues are driven deep into panels, frames and cores with more than a half million pounds pressure and then set by heat for all time.

BELT SANDING—Finished on the most modern double belt sanders, for satin-smooth, flawless surfaces.

From log to veneer . . . from panel to finished door . . . ever step in the manufacture of General Doors is quality-controlled and inspected. General's extensive facilities are your positive assurance of uniform satisfaction—year after year—for you and your customer.

GENERAL PLYWOOD CORPORATION
LOUISVILLE 12, KENTUCKY



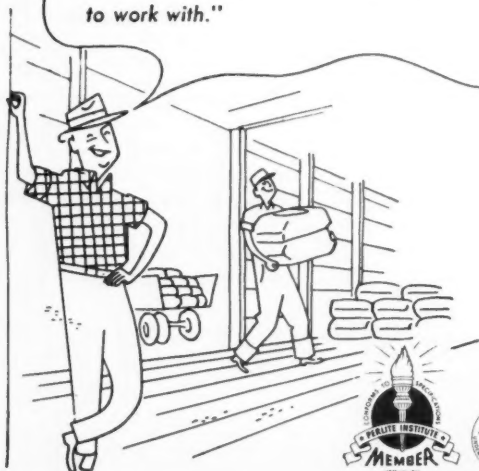
The doors that pass the "Elephant Test"

Here's why they buy!

"Tensulate Perlite plaster lessens dead weight on structures . . . allows steel savings and more design freedom . . . perfect for fireproofing and remodeling older buildings."



"Tensulate Perlite is light . . . free-flowing, delivered indoors by the bag in measured quantities . . . easy to handle, clean and neat to work with."



"The beautiful natural white surface of Tensulate Perlite plaster lasts and lasts . . . no ugly cracks. Helps keep our rooms at comfortable temperatures and cuts down outside noise, too."



ALL these reasons add up to more sales and profits for you! Fast-turnover, high-profit, Tensulate Perlite is a sure-fire seller and you can depend on prompt deliveries and continuing supply. Right now, another new Tensulate Perlite plant is being put into operation!

Tensulate Perlite is suitable for both plaster and concrete applications and packaged in heavy, triple-wall printed bags. For sale through building material dealers exclusively. Uniform quality Tensulate Perlite meets all Underwriters' Laboratories and Perlite Institute specifications. Complete technical literature and assistance available on request. Address Tennessee Products & Chemical Corporation, Dept. S1, First American National Bank Building, Nashville, Tennessee.



TENSULATE PERLITE



One Man's Opinion

Clinics, Conferences, Conventions "Keep Our Business Up to Date"

By **OERTELL COLLINS**, Dealer
in Savannah, Ga., and NRLDA Director

AS I WRITE these few lines I am here in Knoxville, Tennessee attending the second annual Building Material Management Clinic, which is being sponsored at the College of Business Administration of the University of Tennessee by the Tennessee Building Material Association.

Ever since school days, it has been my happy privilege to have been a part of this great lumber and building material industry and I assure you that was quite sometime ago—so long, in fact, it seems to have been "back about the time Pocahontas was a little papoose."

And here I am in Knoxville going to school again!

Why? Simply because the older I get the more I realize the necessity of keeping abreast of the changes that are taking place in our industry and learning WHAT is new WHILE it is new. Most successful businessmen, I believe, have always made a sincere effort to learn at least one new or better way of doing things each day of their business career. I have tried to do likewise, though I readily admit that I have not always been successful in so doing.

It is an absolute fact that if we expect to keep our business up to date we have to keep our mind up to date. One of the best mediums, I believe, for doing this and to keep you "in the know" as to what is happening in your industry, is a Management Clinic such as the one at the University of Tennessee. One quick look at the splendid program reveals the fact that a good many of the top men of the industry are taking part in it, and that never a dull moment can be expected.

As I jot down these few words, the clinic is already in its third day and certainly highly successful. The active participation by dealers in the question-and-answer period following each of the lectures clearly indicates the keen interest and sincere desire of the 80 registrants to learn as much as possible about the respective subjects on the program.

And speaking of the program, what lumber and building material merchant is there today who could not but benefit from learning more about such things as:

"The Elements of a Sale."

The intelligent use of Cost Figures.

Constructive pricing of shop-made millwork.

Labor-management relations.

Inventory control.

Distribution problems facing our industry.

Pointers on advertising.

Continued on page 42



the Engineered LINE

ALUMI-TRIM EXTRUDED *Aluminum* MOLDINGS

Designed to match and engineered for the job ALUMI-TRIM's mated moldings introduce to Southern Industry a new and dependable source of distinctive decorative shapes and edges. Located in the heart of the South, overnight shipments from ALUMI-TRIM's large stocks of cataloged items serve Southern Industry in a matter of hours.

ALUMI-TRIM is Protected from factory to installation from scratches, cuts and abrasions by the exclusive Plastalum finish. This "protective" finish gives long life to the lustrous beauty of the molding and prevents "rubbing off" black. Without obligation to you let us tell you what ALUMI-TRIM finished Aluminum extrusions can do for you—Fill out and mail the coupon below.

3 Outstanding Finishes
VIVALUME • VELVALUME • LUSTERLUME

ALUMI-TRIM, INC.

ALUMI-TRIM, INC.

ROME, GEORGIA

Gentlemen: Without obligation, please send me complete information on ALUMI-TRIM's line of protected Aluminum extrusions.

NAME _____ POSITION _____

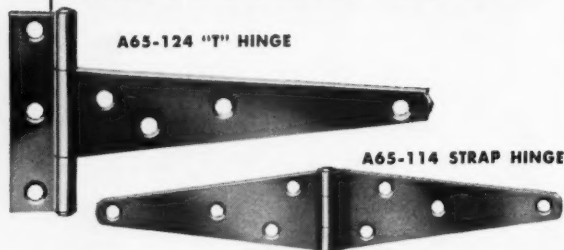
ADDRESS _____

CITY _____ ZONE _____ STATE _____

Fast-Selling BUILDERS HARDWARE

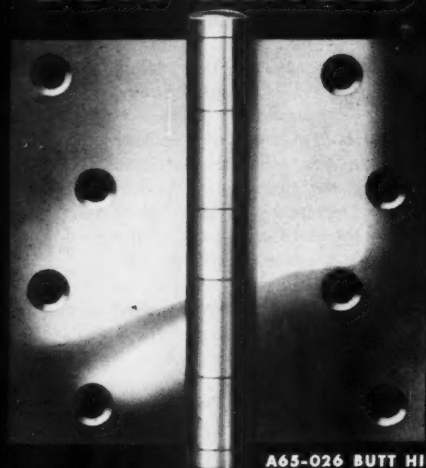
by

NATIONAL LOCK



In-demand items... wide choice of sizes. Finishes include Plain Steel, Zinc Plated (ZP-1), Prime Coat and Brass Plated (BP-2) on specific numbers. Packed one dozen in sturdy, easy-to-identify cartons. Order now! Ask also about Series "410" NATIONAL LOCKset.

Regular and Half Surface BUTT HINGES



Here is one of the many quality items included in the broad line of NATIONAL LOCK builders hardware. Regular and half surface BUTT HINGES are available with ball tips, button tips and loose pins. Packed one pair (with screws) in a sturdy, neatly-labelled box.

Ask for Builders Hardware Catalog



distinctive hardware... all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

The general responsibilities of management.

Many other subjects of equal importance are to be covered at this four-day Clinic, such as: extending credit profitably; personnel training; attracting new customers; selling related materials, and a selling plan that will make you money. I ask again, who in your acquaintance could help but benefit by attending a four-day Management Clinic such as this?

And on this matter of Clinics, Conferences, and Conventions, both Mrs. Collins and I recently had the pleasure of attending the fourth annual Atlanta Retailing Clinic, held by the School of Business Administration, at the Atlanta Division of the University of Georgia. The theme was "Blueprint for 53" and our own state association, the Building Material Merchants of Georgia, was one of the groups cooperating in the conduct of this fine one-day meeting sponsored by the Atlanta Retail Merchants Association.

The streamlined program got underway promptly on schedule. The morning session provided addresses by such outstanding personalities as Marvin C. Lunde, national advertising and sales promotion director, Sears, Roebuck and Co., Chicago; Dr. Robert A. Love, director, Mid-town Business Center, City College of New York; Mrs. Claire M. Lang, executive vice-president, Franklin Simon and Co., New York; and Gilbert L. Ward, public relations director, S. H. Kress and Co., New York.

The afternoon session was broken down in five separate workshops on current retailing problems. Each person registered was privileged to attend the workshop of his or her choice. At the evening banquet, we heard the Merchant Prince himself, James Cash Penney, chairman of the board, J. C. Penney Co., New York, reveal "Some Lessons of A Merchant."

As a building material merchant and as one privileged to have been a servant of the industry for quite sometime, I stand 100-per-cent-strong for better understanding among building material management. There is no better way, in my humble opinion, to bring about better understanding of our problems than by the loyal support of your trade association and by your active participation in their conventions, conferences, and management clinics.

Dempsey Heads Atlanta Builders

Fred T. Dempsey is the new president of the Home Builders Association of Atlanta. He was elected last month to succeed E. A. Barton, who was presented a camera in appreciation of his services.

Fred Sett is the new vice-president of the Atlanta homebuilders, and Luther B. Stephens continues as executive secretary.

Guest speaker at the annual meeting of the Georgia homebuilders was Alan Brockbank, of Salt Lake City, president of the National Association of Home Builders. He reported on housing conditions in Europe and stressed the need of a practical executive as administrator for the Housing and Home Finance Agency.

Brockbank's knowledge of the national housing situation was so thorough and incisive, the Atlanta builders immediately agreed that he would be a wise choice for the HHFA job to inspire "new confidence in the Industry."



Mr. Merchandiser:

For Greater Customer Satisfaction . . .

Recommend R•O•W Wood Windows!

R•O•W WOOD Window Units are the original completely weather stripped removable windows. They are architecturally approved, designed for flexibility, free action, good ventilation, more light and beauty, and are removable for easy cleaning. In fact, they're so easy to remove that anyone can do it; yet are rattle free—and absolutely cannot be re-

moved when locked, a safety feature against burglary. Add these things together and it's easy to see why so many dealers, contractors and architects recommend R.O.W. Spring Cushion WOOD Windows when buyers ask for the best! Recommend them to your customers—both you and the customer will always be glad you did.



SPRING CUSHION

R•O•W

WOOD WINDOW UNITS

MANUFACTURED BY

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

JANUARY, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Nine ways to train salesmen

By MARTIN A. HASSINGER

In this adaptation of the last half of the speech delivered at the Building Material Management Clinic at the University of Tennessee recently, this dealer describes five requisites of a good prospective salesman, then explains the kinds of training he will need to become productive. Hassinger is treasurer of the Bristol Builders Supply Co. in that Virginia city.

IT IS UNFORTUNATE that we are in a business that requires initiative and unusual knowledge of the business including much technical information, especially since such knowledge is difficult to obtain from such usual sources as textbooks. Ours is a business that requires much practical experience in addition to the general sales knowledge required of any salesman.

Our prospective salesman must be trained, however, if he is to do what we want done and be satisfied with himself. If our man is as interested in the job as we are, then we should never worry about training him to a point where he can go get a better job. I always like to think that we would want only those people working for us who would also be wanted by other employers—and also that if we can not furnish the working conditions and pay necessary to keep them, we are at fault ourselves.

No person should work for us unless we can furnish training and experience that will make him more valuable five or 10 years from now. Unless he is a better man in that time, we should feel that both he and we are at fault in our training program.

First, and most important, our prospective salesman must have basic **honesty** and a **congenial disposition**. He must be a person whom we would be proud to have in our organization; a person for whom we would need make no apology and in whom our friends would be able to have confidence.

Second, he must have a desire to **make money**. He must be paid on some incentive basis so that he will be rewarded in proportion to his results. There is no influence

more potent to get the best out of a real salesman than the desire to make additional money for additional effort.

There is a big difference between wanting to earn money and just wanting money. Every prospect will say he wants money, but is he willing to use his initiative and to do the planning and work necessary to earn money? Most prospective salesmen do not have this important drive.

Third, our prospective salesman must have an **intelligence** equal to or better than his average customer. A real salesman must direct his prospect's thinking. Sales opportunities require quick decisions and a flexible approach, even though that approach has already been thoroughly planned. A salesman who is behind the prospect in the sales presentation is like the pitcher on a three-two pitch with the bases loaded. A salesman who

expects to obtain the maximum results must be in charge of the situation at all times.

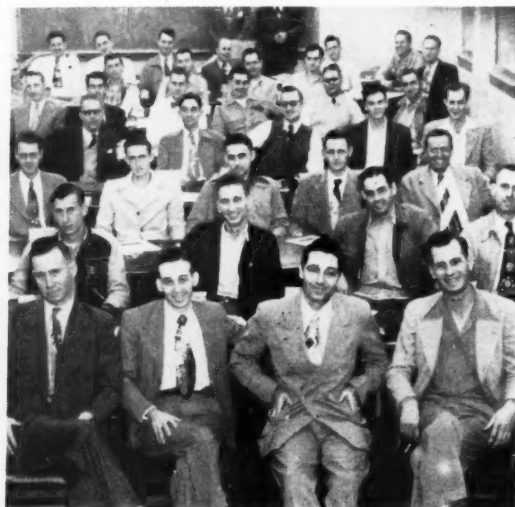
Fourth, he must have a **personality** that will not detract from his sales presentation. This does not mean that he must be an extrovert—so popularly thought of in our minds as the natural-born salesman. Some of the best salesmen I have ever known have been the quiet, introvert type. We can not say too many times, "salesmen are made and not born."

Fifth, our prospective salesman must have a **willingness to work**. Selling is a job of irregular hours and long hours, and any person who is not willing to do work this way will not make a success of it. As a reward for this, however, selling is one of the best paid of the professions. In any survey dealing with pay scales, you will always find that salesmen are at the top of any comparable group. Do you suppose that the life insurance salesmen who lead in net income maintain a 40-hour week, Monday through Friday?

Contrary to what most people think, our prospective salesman does not need two things which we eliminated when we started looking for him in order to enlarge our field of prospects.

He does not need previous sales experience. Sales knowledge can be taught from a textbook. If the five basic steps to selling can be thoroughly drilled into the prospect and mixed with a little practical

AN OFFICIAL and part owner of a large retail yard and three wholesale branches, the author highly recommends the enrollment—at the firm's expense—of salesmen and department heads in the 30-day building material distribution courses at such universities as Southern Methodist, at right, in Dallas; Kansas City in Missouri, and Georgia Tech in Atlanta. He also urges trainees to take correspondence courses at the expense of the employer.




Make
Big plans
in '53 for

FIRESTOP BESTWALL

Whether you're a builder or selling to builders, get ready for more construction with FIRESTOP BESTWALL in 1953 than ever before.

Remember . . . FIRESTOP BESTWALL is the *first* wallboard to give 1 hour fire-resistance in single-layer application on both walls and ceilings—over both wood and metal framing.

FIRESTOP was the first gypsum wallboard manufactured under the Underwriters Laboratories Re-examination Service and stamped with the  mark.

Already approved by Building Codes in over 200 communities, FIRESTOP BESTWALL can be used for any room—any building. It can be used in the home—on the farm—in office and factory. It can be used for new construction—or remodeling.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N. Y.

It will do everything ordinary gypsum wallboard can do—and do it better.

FIRESTOP BESTWALL is the greatest development in dry wall construction since the introduction of gypsum wallboard over 40 years ago. Recommend and promote this exclusive *Certain-teed* product! Your customers—and your customers' customers—will want its important safety features.



ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD

SHEATHING • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

experience with us, he will in a few weeks be a better salesman than most dealers!

Nor does this sales selectee need a knowledge of our business at the time he is employed. I would be the first to admit that such knowledge would be useful and nice to have; but we can teach this to him in a reasonable time if he is the person we selected him to be.

Remember, we had to choose between a few prospects who had a knowledge of our business and who had experience—or a larger number of prospects who had no experience, because we were more concerned with the possibilities of the man. If he had the ability, he could learn and, once having learned, would in most cases be a much better salesman or other employee.

Now that we have selected our prospective salesman, how will we teach these people selling and provide the practical knowledge of our business?

First, several **correspondence courses** are available on business principles and salesmanship. Alexander Hamilton has a good general course on business administration. The La Salle and International correspondence schools have several courses on salesmanship and estimating. It has always been the practice of our company to pay for the cost of any of these courses if the employee is interested enough to invest his time.

Our procedure is to have the employee enroll in the course on a monthly basis and, so long as the work is done on schedule, we make the monthly payment. We do not make these payments if the work is not done. Monthly payments instead of a lump-sum payment give the employee a certain amount of incentive to complete the work. At the present time, we have six employees taking correspondence courses.

I expect that I have enrolled in and finished more correspondence courses than any other person you know—probably the equivalent of 10 years' work averaging about 15 hours a week! While this sometimes got monotonous, I honestly believe that any year of it was equal to any year I spent in school! So you can see that when I speak of correspondence schools, I am talking from practical experience and not hearsay.

Second, many special **short schools** are sponsored by the trade associations and manufacturers (such as this school you are at-

THE SUCCESSFUL building-supply salesman must be adept at estimating. The author suggests that the salesman "need not learn all of his estimating from practical experience when so many good textbooks are available."



tending here). The 30-day building material courses at colleges have become famous in our industry—and so have some schools given by material manufacturers. The old Guild school run by Johns-Manville before the war probably had more to do with starting these trade schools than any other one factor. We have had most of our sales and management personnel attend these schools. In fact, many of our men have attended two or three of these schools.

Four of them attended the building material management clinic at the University of Tennessee here last year; two are here now; and we usually have two or three each year at the Georgia Tech 30-day schools. The money and time spent on these schools is well spent. No opportunity should be lost to have sales and managing personnel exposed to these, for one single idea might be worth more than the entire cost.

Third, there is no lack of **manufacturer's literature** available. Most of this is well gotten up and shows the authoritative use and main characteristics of our products. It would be a good idea even for our experienced salesmen to study more of this literature because we can bet our prospective customer will read it.

Fourth, many **movie and slide films** are available, which deal with general sales principles, general product information, and specific application of problems, such as application sales of roofing and siding. I do not think much time should be spent in the early stages with movies dealing in general information. We concentrate then on slides and movies dealing with the specific problem of selling principles.

We must remember that we have hired salesmen who have not

had any experience selling. Salesmanship can be taught the apt student. We repeat again that "salesmen are made and not born," and that salesmanship consists of five basic principles—but these must be constantly drilled into our salesmen. This is the reason why I do not think much training time should be spent initially on the general subjects.

Fifth, the trainee should be given a period of **house-to-house canvassing** on such things as re-roofing, re-siding, and insulation after he has worked under supervision for about six months. The purpose for this is to help the salesman overcome his natural hesitancy about meeting strangers.

There may be a few lucky individuals with "personality plus" who can get along without any apparent trouble, but the trained person will outsell this individual many times over. Few people think they are salesmen. Most people think they are by themselves in hesitating to meet strangers. Yet, it is one of the commonest things to all of us. It has been my experience that the quickest way to overcome this is to work two or three weeks on such things as re-roofing and re-siding, on what could be called cold canvassing—ringing the door bells of people you never met before.

Sixth, the salesman should learn to keep some **permanent record** of his activities so that he can review what he has done and plan for what he is to do. In this record book should also be kept his appointments. Nothing is more important for the salesman to learn than the keeping of his appointments strictly as agreed or the notification of his prospect in advance of a change in schedule. This

See **SALES TRAINING** page 88



RUBEROID

first to introduce decorator

colors and "shake" texture in asbestos-cement

Color-Grained Siding

is pleased to present

an added new attraction

Duroc

THE PROTECTIVE FINISH THAT ENRICHES THE
COLOR, RESISTS DIRT, STAINS AND WEATHER.

Duroc is an additional distinctive selling feature that will boost your Color-Grained Siding profits. See your Ruberoid representative, or write The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y.

The **RUBEROID** Co.

**ASPHALT AND ASBESTOS
BUILDING MATERIALS**



Real Housing Shortage

The vanguard of new government appointees and selectees under the new Eisenhower administration is finding the housing situation acute along the Potomac because few Democrats are planning to leave this nerve-center of the world after long or brief Democratic sojourns. Consequently, builders are seeking new and better development sites on nearby Maryland and Virginia landscapes.

Almost everybody is now agreed that "Under Ike, things will be different." The complexion of his cabinet members and the way they are going about their advance duties are both proof of this viewpoint. Most of the cabinet members are experienced businessmen who will cut through, if not out, much of the red tape accumulated among the 20 years of Democratic reign.

The lumber industry can take heart in the fact that President Eisenhower's "chief of staff" — Sherman Adams — is not only a former Vermont governor but also an ex-lumberman. He looks a bit like Harold Hopkins, but there the similarity ends.

"More of a Hearing"

Under Douglas McKay as new secretary of interior it appears that private interests will get more of a hearing in the use of public forests and lands.

Important statistical work is scheduled to go on in the Departments of Commerce and Labor, under Sinclair Weeks and Martin P. Durkin, with little basic change in viewpoint. A Democrat and AFL leader, Durkin is not expected to crusade directly for change in labor laws.

Private Houser?

The big question here at year's end was: Who will be the new housing administrator? Judging by Eisenhower's other cabinet and agency selections, it should be an experienced leader from the housing industry — not a former public housing official like Raymond Foley.

The homebuilding industry is encouraged by preliminary statements of the new Senate and House committee chairmen that they hope to effect a rise in the mortgage interest rate on VA loans in an effort to expedite this type of construction this year. These Republican leaders also indicate continued minimizing

of public housing and acceleration of private construction.

Less Spending First

Better stop anticipating tax reductions — except for expiration of the excess-profits levy next summer, a poll of top Congressional leaders by the U. S. Chamber of Commerce has just indicated. For their consensus is that Congress must effect substantial reductions in government spending for the 1953 fiscal year before income taxes can be cut.

Both Sen. Styles Bridges and Sen. Harry F. Byrd were firm in this view. Bridges is slated to become chairman of the Senate Appropriations Committee, while Byrd is the senior committee member. Rep. John Taber, who will chair the House Appropriations Committee, stressed cutbacks in the Federal budget without reference to taxes. Rep. Daniel A. Reed, who is expected to chair the tax-writing House Ways and Means Committee, said he would introduce a tax-relief bill on the first day of the 83rd Congress. It would cut individual income taxes slightly more than 5 per cent next year, and call for a similar reduction in 1954, for a total reduction of 11 per cent.

Window Unit Standard

The Department of Commerce has promulgated a new Commercial Standard for Double-Hung Wood Window Units that goes into effect January 15. According to Harry C. Gorbet, president of the American Wood Window Institute, Inc., "this new commercial standard is identical and verbatim with the minimum specifications under which the institute has been operating."

"Therefore, a very important milestone has been reached in the millwork industry. Namely, the appearance of the AWWI quality approved seal on a double-hung wood window unit certifies by laboratory test that such unit meets or exceeds the commercial standard for a double-hung wood window units and is quality-approved by the American Wood Window Institute."

Alabama Builders Form State NAHB Chapter

At a meeting of the Birmingham Association of Home Builders in mid-December, builders expressed enthusiasm for organizing an Alabama Association of Home Builders composed of local chapters and individual builders where no chapters now exist.

Chosen as temporary officers were Richard Hall Brown, Birmingham, president; Hill Barnett, Montgomery, vice-president; Jack Jones, Gadsden, secretary; Horace Holland, Anniston, treasurer; and John Baswell, Birmingham, executive vice-president. Brown is past-president of the Birmingham association.

At this meeting, Bedford Seale, of Birmingham, proposed an expanded program for home rehabilitation. He said such a program could be accomplished through local ordinances and through voluntary action by such groups as civic clubs, chambers of commerce, and real estate boards.

Seale pointed out such benefits as (1) additional supply of standard houses, (2) additional total housing supply, (3) use of existing facilities such as streets and sewerage lines, (4) reinforcing areas where there is greater real estate value, (5) improving entire neighborhoods, (6) preventing future slump in property values, (7) generating employment in building trades, and (8) benefiting all concerned through better investments, housing, and tax rates for the city.

Alan E. Brockbank, president of the National Association of Home Builders, told builders that formation of slums can be stopped, and blighted areas rehabilitated, by use of existing laws on health, safety.

At the close of the Birmingham meeting, new officers were elected by the Birmingham Association of Home Builders. Alvan Outland is president; John C. Stapleton, vice-president; L. D. Stackhouse, vice-president; Paul Ligon, secretary, and Jack Rawls, treasurer. New directors are H. J. Tillia and Brown G. Hill.



BEDFORD SEALE SPEAKS

PLYWOOD SPECIALS

From page 31

yard and across the drive from the salesroom and office, for stocking his plywood. Here it is easily stacked, high and flat, and easily pulled out for customers. Stock runs the complete range of sizes as to thickness.

Plywood is displayed in two ways in the salesroom—full sheets and the standard panels, which are shown in a copy of the fixture popularized by one manufacturer.

"Then we have a stimulant for the sale of plywood to those who do not buy in quantity," Cobb added. "At the rear of the yard is our cabinet mill, where we will cut to any size or shape the customer wants. There is a nominal charge for this service, depending upon the amount purchased. But the rates are such that none has objected so far."

Realizing that builders like plywood and its price, but also prefer a diverse stock to pick from, the Bowman Abilene yard stocks fancy plywood. These specialties include gum, birch, maple, and oak hardwood panels and three textured or surfaced-patterned types of plywood.

Although there are nine Bowman yards—five in Texas and four in New Mexico—the Abilene establishment was the only one featuring plywood specials last summer. It was Cobb's own idea since it was his responsibility to restore the yard to a profitable status. So he asserts:

"You can't ignore the fact that plywood holds a profit if you sell enough. And it is my intention to make this yard known locally and in the rural territory as the place to get plywood. That builds traffic of all types and when you have traffic you are sure to sell other merchandise.

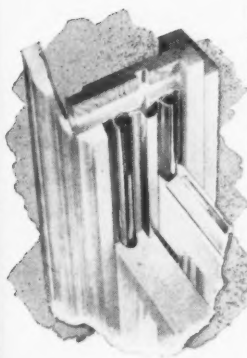
"Now, I don't expect to sell all my merchandise through plywood traffic. There must be selling in other directions. But plywood specials bring in the people, and if people like our store and service, it is only logical for them to supply their other needs here, too."

So the plywood-specials promotion will continue. On the radio and in the newspaper advertisements prices and messages will be changed. But the promotion will devote itself exclusively to "specials in plywood" at the Bowman yard.

KNOX

HOMES AND DUPLEXES USE...

Dura-seal



Over 1300 homes and duplexes in the Knox Development, Augusta, Georgia, and North Augusta, South Carolina, are being equipped with Dura-seal Combination Metal Weatherstrip and Sash Balance.

Knox Corporation, as well as many other builders and architects throughout the country, use Dura-seal because it provides important sales features... the best weather protection and the *easiest* window operation. Dura-seal's complete weatherstripping saves 20% to 40% in fuel and eliminates drafts and dirt. Its four spring balances in each window (enclosed in metal housings), assure true balance and finger-tip control. And because Dura-seal is cut to the pitch of the sill—it provides a more attractive and efficient window. Consider these advantages for *your* homes!

"For complete information... see your sash and door jobber!"

ZEGERS Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois



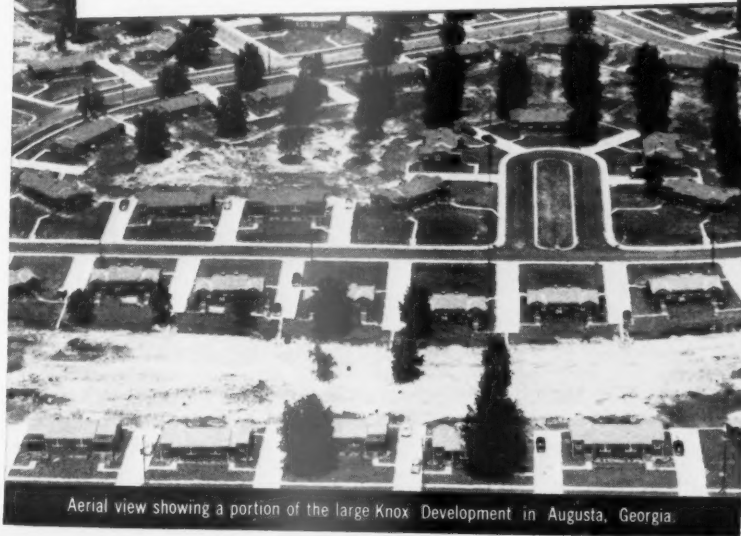
Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS

Dura-seal

Combination

**Metal Weatherstrip
Sash Balance**



Aerial view showing a portion of the large Knox Development in Augusta, Georgia.

NEWS of the INDUSTRY

National Gypsum Buys Asbestone Corporation

Purchase by the National Gypsum Co. of the working capital, goodwill, and plants in New Orleans, La., and St. Louis, Mo., of the Asbestone Corp. was announced last month by Melvin H. Baker, board chairman of the purchasing firm. The transaction was said to involve a cost of approximately \$5,000,000 in National Gypsum Co. stock.

The nation's largest independent manufacturer of asbestos-cement products, the Asbestone Corp. expected to have sales for 1952 of approximately \$10,000,000. The Asbestone trade-mark has been a respected one for over 30 years.

In announcing the Asbestone acquisition, Baker said that "this is the beginning of a program for rounding out a whole new line to be integrated within the Gold Bond family of products. It will put our company and our dealers in a position to compete for a larger take of the building dollar."

The National Gypsum Co. already made and sold gypsum board products and plaster, lime, insulation board, rockwool, metal lath, paint, and sound control products. Asbestone's plants in New Orleans and St. Louis produce asbestos-cement siding, roof shingles, corrugated and flat boards, and other industrial products.

"These two plants will permit short haul, low-cost shipments to customers throughout the South and Middle West," Baker explained. "This area represents a major portion of the asbestos-cement market in the United States." He emphasized the rapidly-growing demand for asbestos-cement siding and shingles instead of wood.

The National Gypsum Co., with the Asbestone additions, now has a total of 35 plants located in 23 states and Canada. They manufacture more than 150 building products. Having started with one product 27 years ago, the firm anticipated a sales volume of \$98,000,000 during 1952.

Masonry Product Research to Continue

The remarkable success of the three-year-old industry-wide research program for the brick and tile industry will be emphasized in 1953 by conversion of the program from a short term to a continuing one, according to Robert B. Taylor,

research director, Structural Clay Products Research Foundation, Chicago, Ill. With the original research fund goal of \$1,250,000 almost achieved, structural clay products manufacturers have voted to renew research contracts on a permanent basis for future years.

"Their enthusiasm sprang from the immediate success of such research-developed products as the SCR brick, the new six-inch through-the-wall clay product which makes brick homes available at the cost of frame. In the months to come, research will concentrate on developing improved job-site techniques and more convenient unit sizes and shapes so that the "in-the-wall" costs of clay masonry construction can be further reduced.

"With the future of research assured, efforts will be intensified on such new developments as the assembly of larger masonry sections for floors, roofs, and partitions; acoustical tile; lighter weight clay products, and improved mortars. Above all, the products and techniques currently in the development stage are being aimed at specific markets for clay products."

Code Congress Sets Up Compliance Committee

A new Committee on Compliance was established by the Southern Building Code Congress at its eighth annual meeting held in Greenville, S. C., recently at the Poinsett Hotel. Nearly 350 building officials, fire chiefs, mayors, and material and construction specialists from over 100 Southern cities attended the four-day meeting.

The new compliance committee's purposes are to ascertain, upon requests, compliance with the provisions of the Southern Standard Building Code on products, methods, and assemblies; to evaluate all tests before acceptance for code inclusion; to interpret city membership provisions of the code; to witness tests for the SBCC when necessary, and to exercise vigilance in accepting test reports.

The committee will consist of three active city building officials, with the president and director of the Congress serving ex-officio.

Elected to succeed Chester Crossfield, of Nashville, Tenn., as presi-

ATLANTA CHAPTER OF N.A.L.W. CHARTERED

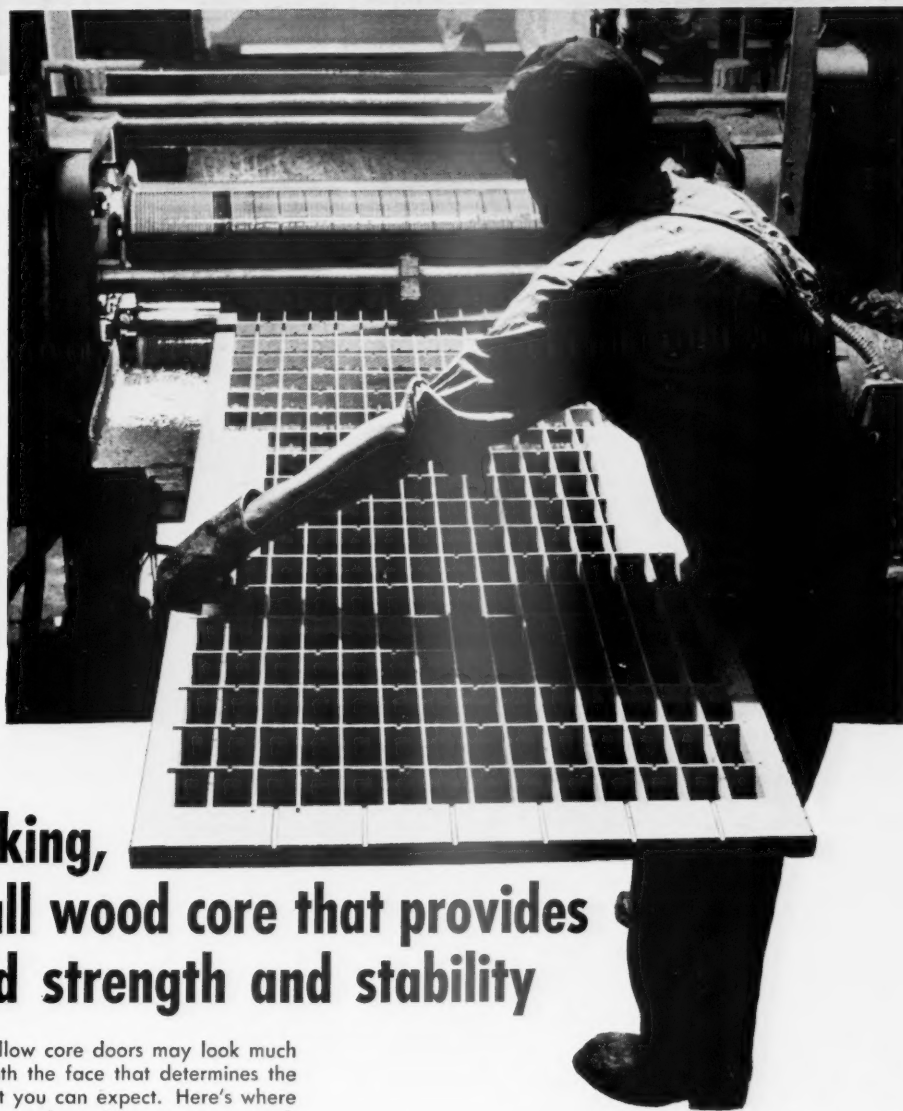


Principals at the charter night and installation dinner for the new Atlanta Chapter of the National Association of Lumber Women are seen above. From left, the group includes Don Maffett, Miss Pauline Richers, Mrs. Donna Royse, Mrs. Iris Joyce, and Mrs. Ernestine Sutterby. On behalf of the Atlanta Hoo-Hoo Club, Past-President Maffett welcomed the women's organization and pledged cooperation. Miss Richers was installed as president, along with other officers, by Mrs. Joyce, of the Oklahoma City NALW chapter. She presented the chapter's charter and a gavel to President Richers. Mrs. Royse, of Wichita, Kan., reviewed the history of the association and welcomed the Atlanta group in behalf of the headquarters and first chapter in Wichita, Kan. Mrs. Sutterby effected organization of the new Atlanta chapter and presided at the installation dinner. It was enjoyed at the Briarcliff Hotel on December 13, with 15 of the 19 charter members present.

PAINE REZO DOORS

T. M. REGISTERED

coreway
the ~~doorway~~ to trouble-free service



Here's
the interlocking,
ventilated all wood core that provides
unduplicated strength and stability

On the surface, flush hollow core doors may look much alike, but it's what's beneath the face that determines the service and satisfaction that you can expect. Here's where the superiority of Paine Rezo doors is most pronounced; for nowhere else will you find equal dimensional stability, nor such lightness in weight combined with great structural strength.

For these reasons architects and contractors everywhere have installed more than five million Paine Rezo doors in

buildings of every type. No other hollow core door has been so widely endorsed, so thoroughly time-proved. Remember, when you decide on Paine Rezo doors, you specify a door that not only looks good, but is good all the way through.

Write for an illustrated data bulletin.

Manufactured by the

PAINE LUMBER CO., LTD. *Oshkosh Wisconsin*

ESTABLISHED 1853

1953 is the
PAINE
Centennial Year





SOULE BUTLER

dent of the Southern Building Code Congress was Soule Butler, city building official of Alexandria, La. Continuing to serve as trustees are James W. Morgan, of Birmingham; Lloyd Clarkson, of Corpus Christi, Tex.; Carl Wetherell, of Daytona Beach, Fla., and Crossfield.

Director M. L. Clement announced that the Southern Standard Building Code would be revised and published in a new 1953 edition this spring. It will combine changes adopted by the Code Research and Revision Committee at meetings held in St. Petersburg, Fla., Mobile, Ala., Birmingham, and Greenville, since publication of the 1950 edition.

Among the important changes approved in Greenville by this committee, with TVA's chief architect, Harry B. Tour, acting as chairman, was one pertaining to the nature and installation of foundation sills. Section 1701.7 of the code will be changed to read as follows:

"All foundation sills which are less than 18 inches above exposed, unprotected ground under the building shall be a heartwood grade of a durable species as listed in Section 1701.4, or shall be treated with an approved preservative. All foundation sills shall be separated from contact with foundations of unit masonry by not less than 28 gauge galvanized iron or other approved corrosion-resistant metal, or by slate, or may be bedded in 1:3 cement mortar."

Shreveport, La., has been selected as the site of the 1954 annual meeting of the Southern Building Code Congress. Committee meetings will be held late this spring in El Paso, Tex., when proofs of the 1953 code revision will be approved, according to Clement.

Two principal speakers at the Greenville meeting were Deputy Fire Marshal F. P. Reinero, of the

state of Georgia, and Charles Bacon, Indianapolis, Ind., city building official. Reinero explained the reasons for and application of Georgia's state fire laws. Bacon, speaking on "Regional Integrity," commended the existence and example of the Southern Building Code Congress as a way to progress in building codes and municipal code administration.

Several new committee assignments were made in Greenville. Charles Leslie, Shreveport building official, is a new member of the Code Research and Revision Committee. H. B. Able and Dorsey White, building officials for Macon, Ga., and El Paso, Tex., respectively, now serve on the Code Engineering and Advisory Committee. New members of the Code Change Editorial Committee are Oliver Anderson, of Clearwater, Fla., and J. C. Keeley, Owensboro, Ky., both city building officials.

Yale and Towne Accents Builders Hardware

To coordinate its greatly expanded operations in the lock and hardware business, the Yale and Towne Manufacturing Co. has established a new Yale Lock and Hardware Division, with Leo J. Pantas as general manager. Pantas was advanced from the general management of the Stamford Division.

According to President Gilbert W. Chapman, the new division unifies under one management the output and sales, in this nation, of the firm's plants that produce Yale brand locks and hardware at Stamford, Conn., Salem, Va., and soon at two new plants now under construction at Gallatin and Lenoir City, Tenn.



LEO J. PANTAS

The lines of products manufactured in the four plants in the new Yale Lock and Hardware Division include: builders locks and finishing hardware, including cylindrical, mortise and tubular locks; door closers; night latches and other auxiliary locks; padlocks; cabinet locks; bank locks and bank vault equipment; ordnance products and Tri-Rotor pumps.

Pantas has been associated with Yale and Towne for 17 years. Before his appointment last year as general manager of the Stamford Division, he was manager of the company's Salem, Va., plant for two years, and before that, manager of its Buffalo plant for four years. He was graduated as an industrial engineer from the Pratt Institute in 1937. Born in New Haven, Conn., in 1912, he makes his home at Riverside, Conn.

Promotes Dry Lumber

The Southern Pine Association, National Bank of Commerce Building, New Orleans, La., has published a folder entitled "Dealers Meet the Green Lumber Problem."

It tells the story of how a group of Louisville, Ky., lumber dealers banded together to sponsor a series of advertisements to educate the public to the dangers of using lumber that is not properly dried. It shows a montage of some of the advertisements, with such heads as "Look! Before You Weep," and "Even a Gambler Wouldn't Bet on a House Built with Green Lumber."

The Southern Pine Association offers, in this folder, to assist groups of lumber dealers in other areas with the preparation of advertising and publicity that has "the tested and proven approach employed by the Louisville dealers."

Hardboard Manufacturers Form New Association

Representatives of six hardboard manufacturers met in Chicago on November 13 and organized the Hardboard Association. The major objectives of the new group are to promote uses of hardboard and to deal with technical and trade promotional problems pertinent to the industry.

First officers of the association are Harold A. Miller, Forest Fiber Products Co., Forest Grove, Ore., president; K. V. Hafner, Superior Wood Products Co., Duluth, Minn., vice-president; and Paul B. Shoemaker, Masonite Corp., Chicago, secretary-treasurer.

Other member firms are the Oregon Lumber Co., Dee, Ore.; United States Gypsum Co., Chicago, and the Chapman Manufacturing Co., Corvallis, Ore.



Whoo's from Missouri?



Construction men like to be shown!

... and whether your next concrete job is in Missouri or Mississippi ... Montana or Minnesota, you'll *see* on these pages throughout this year how *air entrainment*—correctly used—can help you deliver concrete that's tailor made for your particular job ... your particular location.

We've gone all across the country, and come back with a stack of stories telling how concrete men everywhere are using *correct* air entrainment to produce quality concrete every time ... *every place*—in spite of local climatic extremes and the various complexities of the mix. In the coming months we will report the experiences of construction men who know the advantages of designing for particular conditions ... and regulate the amount of air entrained in their concrete accordingly.

So keep your eye on Marquette's message every month, and you'll *see*—*wherever you are*—how simple it is ... and how *sure!*

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Oglesby, Ill.
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY



JANUARY, 1953 ... Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

"Resources for Future" Meeting Set for March

Resources for the Future, Inc., a new non-profit corporation established to support education and research in this field, will hold a citizens' conference on conservation in March in cooperation with the White House.

This is said to be the first such conference of its scope since 1908.

President-elect Dwight Eisenhower said of the meeting, "it is high time that the conservation conference of 1908 should be reborn in a mid-century setting. I shall be glad to issue or join in an appropriate call of a conference . . . and ask cooperation of governmental and private agencies."

This new group was formed by a committee of citizens that accepted an invitation from the Ford Foundation to serve as an advisory group

on resources. It maintains offices at the Cafritz Building, 1625 Eye Street, Washington, D. C.

Officers are Horace M. Albright, president of the United States Potash Co., and former director of the National Park Service, president; Charles W. Eliot, planning consultant and former director of the National Resources Planning Board, executive director, and Elmer A. Henning, secretary-treasurer.

Directors in addition to Albright and Eliot include Edward J. Condon, vice-president of Sears, Roebuck and Co.; Dr. Reuben G. Gustavson, chancellor of the University of Nebraska; E. B. MacNaughton, former president of Reed College and the First National Bank of Portland, Ore.; Leslie A. Miller, former governor of Wyoming and chairman of the Task Force of the Hoover Commission; Fairfield Osborn, president of the Conservation Foundation; William S. Paley, chairman of the

Columbia Broadcasting System and the President's Materials Policy Commission; Beardsley Ruml, former advisor to the National Resources Planning Board; Stanley Ruttenberg, director of education and research, Congress of Industrial Organizations, and M. L. Wilson, director of the U. S. Extension Service, Department of Agriculture.

Wood Truck Body Assures 'New' Market

Return of lumber to one of its largest former markets is visualized by lumber industry leaders who intently viewed the new all-wood Army truck body displayed, for the first time, during the recent annual meeting of National Lumber Manufacturers Association in Washington, D. C.

Designed and constructed by laboratory personnel of the Timber Engineering Company, in cooperation with Army Ordnance and Corps of Engineers officials, the new truck body is a project of the hardwood industry's research program.

The construction of the new truck body employs the latest developments in wood technology, including those successfully applied in the Navy's minesweeper and other ship-building programs.

The new all-wood body is much stronger, yet lighter in weight, than the old box-like wood truck bodies of World War II. The basic design factors providing maximum strength are the one-piece, U-shaped, bent laminated frame members made of tough black gum veneer. These frame members extend down one side, across under the bottom, and up the other side—an idea borrowed from the time-tested method of building ship frames.

The side and floor panels are made of edge-glued solid red oak planks. Those on the sides are glued permanently to the frames, making a one-piece truss of the entire structure. The floor panels are made in four sections for ease of assembly and quick replacement.

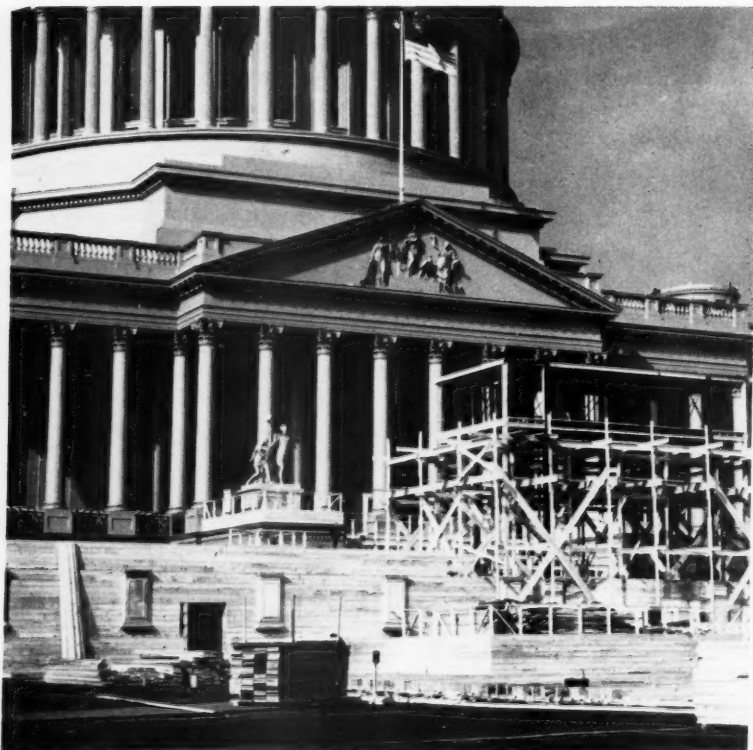
To avert possibility of buckling, the floor panels are attached to the frames with expansion bolts working through elliptical holes. This compensates any lateral movement. The panels can be removed easily and quickly without damage to frames or panels. Being extremely rigid, the floor will not dent or buckle between frames as a result of constant heavy loading.

All wood parts of the truck body have been thoroughly impregnated to provide complete protection from fungus attack and decay. They have also been treated with a dimensional stabilizing chemical to minimize shrinking and swelling.

The adhesive, used in laminating

EISENHOWER'S PLATFORM TO BE WOOD

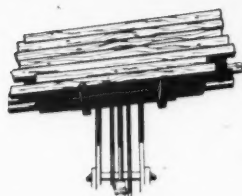
For the inauguration of General Eisenhower as president of the United States in Washington, D. C., January 20, the platform, temporary stands, and enclosures will be wood. Nearly 1,000,000 board feet of mixed softwood lumber, but mostly Southern pine, will be used by the builders of the Capitol building inaugural enclosure, the White House presidential reviewing stand, and the press and spectator stands, "principally for economy reasons." The nation's lumbermen believe this use of wood will permit the new president to begin his term in office on a strong, sound platform! Most of the wood used in this construction will be salvaged for further use elsewhere.





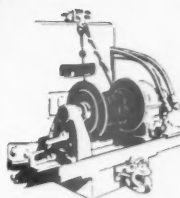
any handling job in your yard costs less with **ROSS** SERIES 10 AND THESE ATTACHMENTS!

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



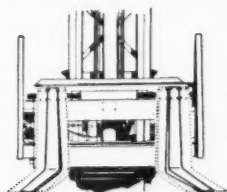
POWER SLOPE PILER

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



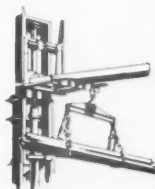
HYDRAULIC WINCH

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



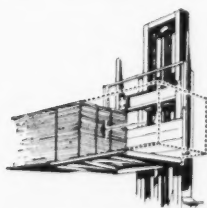
TRAVERSE CARRIAGE

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



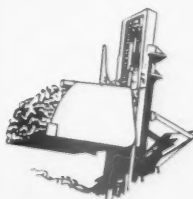
BOOMS

Permit fork truck to unload open-to-cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



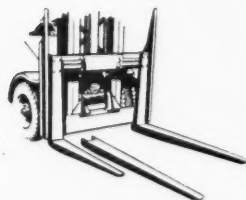
HYDRAULIC BIN-LOADER

Permits conventional lumber bins to be loaded with a Series 10 Fork Truck. Doesn't interfere with normal fork truck operation. Easily detached and readily interchangeable with other attachments. Controlled from truck cab.



SCOOPS

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2 1/8 cu. yds. Quickly interchangeable with regular forks.



FORK EXTENSIONS

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.

**MAIL
THIS
FOR
FULL
DETAILS**

**Rely On
ROSS**

THE ROSS CARRIER COMPANY

170 Miller St., Benton Harbor, Mich., U.S.A.

SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS

Name _____ Title _____

Company _____

Street _____

City _____ State _____

the frame members and edge-gluing the solid lumber parts for sides and floor, is 100-per-cent waterproof. This will prevent delamination, even in exposure to humid tropical conditions or complete immersion in water. The wood, the protective treatments, and adhesive will all withstand extremes in temperature.

Designated as Type III, this is the first of three all-wood prototype truck bodies being built at the industry-owned Teco laboratory. The continuous laminated frame members are being used as a basic strength factor in all three body types.

PERSONNEL PARADE

Lehon Co. . . EARL C. FAULKNER is new assistant to the president of this "Mule Hide" asphalt roofing material firm. Formerly general sales manager of the United States Gypsum Co., he has been active in the building material field for 25 years.

Armstrong Cork Co. . . J. M. (BUNCHY) FOWLER has been made assistant district manager for the building materials division in the Atlanta, Ga., area. He will call on lumber dealers who sell Temlok, Cushiontone, Monowall, and Armstrong hardboard and insulating wool products. Fowler is president of the Atlanta chapter of the Producers Council.

Philip Carey Manufacturing Co. . . R. D. CROSS has joined this firm as a special sales representative, with headquarters in Cincinnati. He formerly was with Certain-teed Products and the Smith Asbestos Co.

American Institute of Timber Construction . . . The National Lumber Manufacturers Association's chief engineer, **FRANK J. HANRAHAN**, has been appointed executive vice-president of AITC, a technical organization composed of timber fabricators. He is the author of much literature on wood engineering and he handled details for developing "National Design Specifications for Stress-grade Lumber and Its Fastenings."

Celotex Corp. . . W. N. CAMP heads the newest Celotex branch, opened December 1 at Cincinnati, Ohio. He joined the firm 13 years ago and recently was assistant manager of the St. Louis, Mo., branch.

American Forest Products Industries . . . At the recent annual meeting in Washington, two new trustees were named to the AFPI board. They are **ROBERT H. EVANS**, Olin



MAURICE E. PIPKIN, JR. was promoted to manager of the Miami, Fla., branch of the Huttig Sash and Door Co. from field sales supervisor of the St. Louis, Mo., territory. A native of Virginia, he was a salesman for Sears-Roebuck before serving as a Marine captain in World War II. He joined Huttig in 1948 as a salesman in the Miami area, transferred to St. Louis in 1951. He is married and has one son, Maurice, III.

Industries, Inc., of Shreveport, La., and **CLYDE MORGAN**, Rayonier, Inc., New York. **WILLIAM S. EDMUNDS** has moved to Washington from Lake Waccamaw, N. C., to head the industry division. He directed the North Carolina Forestry Association for four years and is active in Tree-Farm programs.



EDWARD J. SCHULTZ has been appointed Chicago regional manager of the building products division of the Reynolds Metals Co. His region includes 23 territories covering 14 states in the Midwest. Schultz formerly was national merchandise manager with the U. S. Gypsum Co.

Producers Council . . . RUSSELL W. NAUMAN, of the Georgia Marble Co., is new treasurer of the Atlanta, Ga., chapter. New members recently added to this chapter are the Yale and Towne Manufacturing Co. and the Philip Carey Manufacturing Co.

Southern States Iron Roofing Co. . . HARRY J. BAKER has joined this firm as chief accountant. A certified public accountant and attorney, Baker fills a new position created to round out SSIRCO's accounting department. He formerly was with an Atlanta accounting firm.

American Welding & Manufacturing Co. . . THOMAS A. STRAFORD has filled the post of manager of advertising and public relations, succeeding **DON W. DAWSON**, now sales manager of the building products division.

Ceco Steel Products Corp. . . WILLIAM M. MARTIN joined the steel window department on January 1 as assistant manager. Formerly he was vice-president in charge of sales for Crittall, Inc. He is a former director of the Steel Window Institute.

Sterling Hardware Manufacturing Co. . . JAMES D. W. LLOYD has been promoted to sales manager of this sliding door and casement window hardware firm. **THOR OHMAN** recently joined the company as product engineer.

National Gypsum Co. . . Directors recently elected **JOHN W. BROWN** to the position of vice-president in charge of dealer sales. He joined the firm as a salesman in 1935. **WADE W. HILDINGER** is now general sales manager for dealer sales and also joined National Gypsum as a salesman, in 1942. Until recently he was assistant general sales manager at the Buffalo executive offices.

Dealer Operating Guide Covers Estimating

Valuable help in estimating quantities of materials for any given construction project is offered to dealers in Chapter IV, Section V, of the National Retail Lumber Dealers Association's "Dealer Operating Guide."

This latest "Guide" chapter was mailed recently to members of state and regional associations affiliated with NRLDA.

It points out that "accurate estimating is possible only when the estimator understands thoroughly how the structure is to be put together. This means studying the blueprints carefully . . . then referring to them frequently . . ."

This estimating guide lists 59 items found in homes, such as hip rafters, sheathing paper, cornice, roofing felt, exterior doors. In table form it shows required size or kind, required

Jackson

automatic • electric
FLOOR FURNACES



**BETTER SALES FOR
YOU . . . BETTER
HEATING FOR YOUR
CUSTOMERS!**



Now—a new dependable electric floor heater to solve your construction problems. Just cut the hole in the floor, insert the furnace, wire it up and turn it on. This simple procedure will save you time and money whether you build one or one hundred houses.

Sales Representatives

L. O. LEDFORD SALES AGENCY
311 Chickamauga Avenue Rossville, Georgia
J. A. LLOYD, Factory Sales Agent
375 Whitehall Street, S.W. Atlanta, Georgia
EXCELL ENGINEERING & SUPPLY, INC.
P. O. Box 5083 Indianapolis, Ind.

Model Number	FF-333	FF-335	FF-338
Kilowatts	3	5	8
Floor Opening	14 $\frac{1}{4}$ "x24 $\frac{1}{4}$ "	14 $\frac{1}{4}$ "x30 $\frac{1}{4}$ "	20 $\frac{1}{4}$ "x30 $\frac{1}{4}$ "
Overall Grill	16"x26"	16"x32"	22"x32"
Depth	20	20	20
Approx. BTU Output per Hr.	10,002	16,670	26,672
Ampere Rating	12.6	21.7	34.7
Approximate Shipping Wt.	35 lbs.	50 lbs.	100 lbs.

230 Volts A.C. Only

W. L. JACKSON MANUFACTURING COMPANY

1222 East 40th Street
CHATTANOOGA, TENNESSEE

length or unit of measure, quantity required, nails required per 1,000 board feet, for those items to which this information is applicable. Size, kind, and quantity are shown for other items.

Other tables show maximum spans for wood girders, maximum clear span of floor joists, FHA requirements for ceiling joists, and FHA requirements for rafters.

Over 50% Prefab Houses Erected in Four States

The production ability of the pre-fabricated homes industry is described in a 16-page pamphlet issued by the Pre-fabricated Home Manufacturers Institute, Washington 6, D. C. The report is based upon a survey of 1950 operations, which was conducted by the Housing and Home Finance Agency.

Its findings cover the business experience of 53 leading manufacturers of factory-made homes, their plant facilities, production capacity, marketing practices, and manpower requirements for site erection and completion of pre-fabricated homes.

Highlights of the report include these findings:

An estimated 75 companies operating in 1950 produced a total of 55,000 pre-fabricated homes, accounting for nearly 5 per cent of all one- and two-family dwellings started that year.

Thirty-one manufacturers reported a total of 1,826 dealers who erected and sold their houses in 1950. These dealers took a total of 18,568 houses for an average of slightly over 100 houses each. One dealer was reported to have taken 357 houses.

Distribution of houses by states was listed for 24,240 houses produced by 48 manufacturers. Slightly over half of these houses were erected in four states—Indiana (18%); Ohio (15%); Illinois (13%), and Pennsylvania (8%). The bulk of the remaining units were distributed in 10 other states—Michigan, Texas, Georgia, Wisconsin, Louisiana, New York, Alabama, Missouri, Kansas, and Florida.

HHFA Combines Offices

As a step toward greater economy in the Federal government, the Housing and Home Finance Agency has combined Region I, comprising six New England states, New York, and New Jersey, with Region II. John M. Dobbs, former head of this region, has resigned to go into private business.

Region II will keep its present headquarters in Philadelphia. This region now includes the former

1953 Public Relations Contest Open to Members of NRLDA Affiliate Groups

REFLECTING the success of its 1952 National Public Relations Contest for members, the National Retail Lumber Dealers Association has announced the 1953 competition, which closes March 31.

The contest is open to members of the 32 state and regional groups that make up the national association. Each entry consists of written descriptions of "anything you have done to create public good-will and direct favorable attention to yourself, to your company, or your industry."

The best entries receive national awards. Other meritorious entries will win awards and honorable mentions. No dealer may receive more than one award, but he may submit as many entries as he desires.

A typical 1952 contest winner was the Ocean City Lumber Co., in Delray Beach, which won a Florida state award last year. This firm held a meeting to acquaint local builders with government regulations, and help clarify some of their business problems.

This dealer's employees constantly make a good name for themselves

with civic activities. The Delray Beach mayor commented once that there was not a benefit activity in town that was not being furthered in some way by some member of the Ocean City Lumber Co.

Other 1952 awards were presented for: a program to put name-plates on farmers' gates; awarding a prize to the student showing the most progress in high-school woodworking classes; providing club room and kitchen to local civic organizations.

One honorable-mention winner, the W. F. and J. F. Barnes Lumber Co. in Waco, Tex., sends out a booklet to each of the company's friends on his birthday. Signed by Manager W. H. Curry, the syndicated printed booklet contains amusing anecdotes and "words of wisdom."

Winners in the 1953 contest will be announced at the May NRLDA board meeting. Editors of building industry magazines will again serve as contest judges.

Entry blanks are available from NRLDA offices, 302 Ring Building, 18th and M Streets, Washington 6, D. C., or from local association offices.

Region I territory, plus North Carolina, Virginia, West Virginia, Maryland, Delaware, Pennsylvania, and the District of Columbia.

Reynolds Buys Bauxite Mines in British Guiana

The Reynolds Metals Co., Louisville, Ky., has acquired all assets of the Berbice Co., Ltd., British Guiana subsidiary of the American Cyanamid Co.

This operation produces about 20,000 tons of bauxite a month. The British Guiana government has approved the transfer of mining rights to Reynolds.

Reynolds Jamaica Mines, Ltd., completed a \$17,000,000 project last June and has been shipping bauxite to the United States.

Robinson; F. V. Holmes, with C. W. Fender, Jr.; F. C. Kilpatrick, with Robert L. Turner; and A. S. Murphy, with Kenneth Smith.



CELOTEX AGAIN!

For the fourth consecutive year, the Celotex Corp. placed first in the building - materials manufacturer classification in the competition sponsored by the Direct Mail Advertising Association. Celotex was honored for the design and copy of its brochures, booklets, folders, and other promotional enclosures. Here Gates Ferguson, right, Celotex advertising director, inspects the 1952 "Best of Industry" certificate with his assistant, John Hash.

Head Redwood Group

Earl Birmingham, president of the Hammond Lumber Co., was chosen president of the California Redwood Association at a recent meeting.

The new vice-president is Russell H. Ells, president of the Willits Redwood Products Co. Sherman A. Bishop was re-elected executive vice-president, and Selwyn J. Sharp remains secretary-treasurer.

New directors and alternates are Birmingham, with alternate H. E. Bailey; Russell H. Ells, with J. H.

They are BETTER! - They are IMPROVED!

-- and still the LEADERS in 1953



Thrif-T CASEMENT UNITS

are now available as follows:

Thrif-T TWIN KITCHEN CASEMENTS 3 Lt. and 6 Lt. Sash glazed.

Thrif-T SINGLE CASEMENT UNIT 16" x 10" 3 Lt. Sash glazed.

Thrif-T TWIN CASEMENT UNITS 4 Lt. and 8 Lt. Sash glazed.

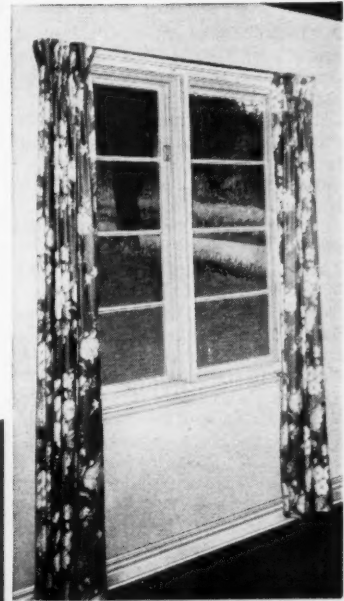
Thrif-T SINGLE CASEMENT UNIT 16" x 12" 4 Lt. high. Sash glazed.

- OPERATE WITHOUT REACHING
- SET UP — READY TO INSTALL
- TREATED FOR LONG SERVICE LIFE

MADE FOR

- 1/2" to 25/32" SHEATHING
- LATH AND PLASTER
- DRY WALL AND PLASTER RETURN

**Thrif-T
4-Hi
TWIN CASEMENT UNIT**



"4 in 1" ENTRANCE FRAME



For FRAME WALLS ONLY

Toxic Treated — Oak Sill. "4 in 1" Entrance Frames include the scalloped strip, rosettes and diagonal blocks to permit the owner to SEE and choose from FOUR different designs — ON THE JOB — and all with one satisfying money saving purchase.

Individual taste of owner is satisfied by 10 design choices SEEN and CHOSEN on the job. Five head variations plus plain or fluted pilasters (pilasters are reversible). For frame, brick veneer or masonry walls.

This DRIP CAP* is Standard



*Insures adequate drainage; requires no flashing.

on both "4 in 1" and "Ten in One"

OTHER Thrif-T WOODWORK for the HOME

CARRIED IN STOCK

RANCHO DECORATOR DOORS

Thrif-T WINDOW UNITS

Thrif-T PICTURE WINDOW UNITS

Thrif-T RIBBON UNITS

Thrif-T BASEMENT UNIT

Thrif-T RANCH TYPE TRIM

No. 1332 ATTIC LOUVRE

MT. VERNON MANTEL

Thrif-T "8 in 1" MANTEL

No. 960-R CORNER CHINA CASE

E-Z-UP OVERHEAD GARAGE DOOR UNITS (8-0 and 9-0 Openings)

Thrif-T WARDROBE

Thrif-T DISAPPEARING STAIRS



"TEN in ONE"

ENTRANCE FRAME for VARIOUS WALLS



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

Write for Name of NEAREST JOBBER

ASSOCIATION ACTIVITIES

Tennesseans Elect Sexton President and Plan Extra Association Services

W. S. SEXTON, at right, familiarly known as "Red" to his many friends throughout Tennessee and the Southeast, was elected president of the Tennessee Building Material Association by that group's board of directors at a meeting in Nashville last month. He succeeds A. J. Smith, of Nashville.

The new regional vice-presidents of the Tennessee dealers are: west, Abner Taylor, of Jackson; central, Van Shapard, of Columbia; east, Ted Davis, of Chattanooga. Re-elected for another year were Ralph Cockrum, Knoxville, treasurer; John Paty, Elizabethton, national dealer-director, and Robert O. Brownlee, Knoxville, secretary-manager.

Born in Knox county, Tenn., in 1906, "Red" Sexton was educated in the Knoxville city schools and has spent most of his life there in the lumber industry. He and Mrs. Sexton, the former Peggy Lollar of Birmingham, have two children, Jeanna and Ronnie.

Sexton and his two brothers acquired interest in the City Lumber Co. in Knoxville in 1931. He now is president and general manager of that firm and also vice-president of the Clinton (Tenn.) Lumber and Manufacturing Co., which they purchased in 1948. He is a past-president of the Knoxville Lions Club, vice-president of the Holton Hills Country Club, and a director of the North Knoxville Business Men's Club.

Plans for making the Tennessee Building Material Association of greater service to its members in 1953 were laid at the Nashville meeting. According to Secretary Brownlee, who explained that details would be announced from project to project. These include:

Inauguration of a new Workmen's Compensation Insurance Program by July.

Establishment of a building materials scholarship at the University of Tennessee to stimulate better training of college men for the industry.

Sponsorship of state legislation which will place truckers and peddlers under obligation to assume their share of the Tennessee tax burden.

A new kind of convention for 1954, to be explained at the association's 1953 convention at Gatlinburg, March 24-26.

Continuation of the "Cost of Doing Business Survey," which is to be



W. S. (RED) SEXTON

followed by the Kentucky and Ohio associations in their future similar surveys, and which is used by the U. S. Bureau of Internal Revenue for tax-analytical purposes.

Holding of the third annual Building Material Management Clinic at the University of Tennessee next fall.

Expansion of association's system for collecting delinquent accounts for members.

Charles E. Brandon, of Springfield, was elected a member of the group insurance board of trustees. He replaced W. Jay Willingham, of Chattanooga, whose term expired. A group insurance report by Executive Director Brownlee showed that, during the third year of the cooperative program, the number of firms participating increased from 65 to 74, with insured families jumping from 682 to 746, and insured employees rising from 953 to 1,039.

Increases were announced in insurance costs due to a hike in the life coverage, brought on by the higher average age of insured employees, and due to a rise in the Tennessee Medical Association's surgical coverage maximum from \$175 to \$200 per operation. At the same time TMA physicians agreed to accept these insurance benefits as full payment for their services for persons with dependents whose family income is no more than \$4,200 a year.

Speak to Kentuckians

Dr. Allen Stockdale, of the National Association of Manufacturers, will be one of the main speakers at the 48th annual convention of the Kentucky Retail Lumber Dealers Association, to be held January 12-13 at the Brown Hotel in Louisville.

Also scheduled to bring messages to the dealers are George Alexander Bowie, of the Firestone Tire and Rubber Company's public relations department; Frank Kurfees, Kurfees Paint Co.; Charles W. Williams, Federal Reserve Bank of Richmond; Martin Coffey, sales manager of the Philip Carey Manufacturing Co.; Dr. Frank Goodwin, University of Florida marketing and research professor; Phil Creeden, Edward Hines Lumber Co., and H. R. Northup, National Retail Lumber Dealers Association.

Southwestern Dealers Convene in Kansas City

The Southwestern Lumbermen's Association convention will open Tuesday evening, January 27, with a reception and dinner for the past-presidents. Each will receive a bronze plaque.

In Kansas City's Municipal Auditorium, January 28-30, dealers will hear such speakers as Dun and Bradstreet's Howard E. Kroll, on "Formulating Sound Financial Policies"; Hamilton Moses, of the Arkansas Power and Light Co.; James Q. du Pont, E. I. du Pont de Nemours; Dr. William E. Phifer, Presbyterian minister, and H. J. Munnerlyn, new National Retail Lumber Dealers Association president.

Don Ross, Meredith Publishing Co., will speak on "The Fifth Plate." Celotex's Gates Ferguson will discuss "How to Make Your Advertising Pay a Profit."

Fred Waring and his Pennsylvanians will give a concert one evening exclusively for dealers and wives. Other lighter activities scheduled are a Hoo-Hoo concatenation, stag dinner, and ladies' party.

President Keys Names Texas Committees

President Warren F. Keys has announced the 1952-53 committee members for the Lumbermen's Association of Texas.

The Nominations Committee includes Chairman W. B. Milstead,

HOW TO WRAP UP A ROOFING PROSPECT!



—and clinch the sale with these facts about

TEXACO'S TIME-TESTED, TOP PERFORMING

TEX-LOK

Asphalt Shingles

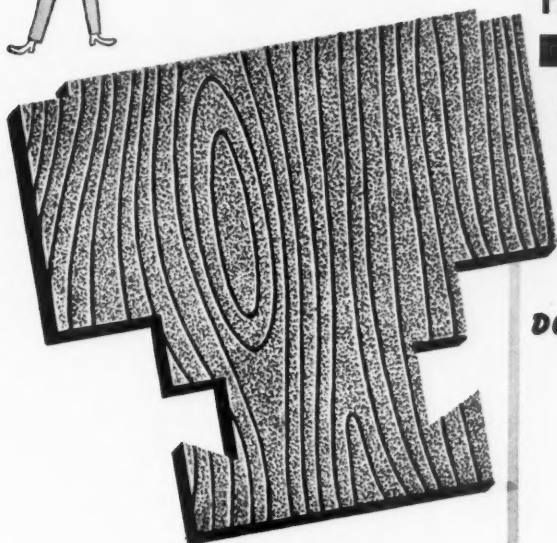
HEAVY DUTY • FIRE-RESISTANT

DOUBLE COVERAGE • TIME-TESTED DESIGN

INTERLOCKING • WIND-TIGHT

LONG-LIFE • LOW-COST

GOOD-LOOKING



Sell TEX-LOK... for new construction and re-roofing; for farm and commercial buildings, homes, schools, churches. This interlocking type shingle has been tested in every weather — and has weathered every test! Put all these facts before your prospects. When you sell TEX-LOK you sell top protection and top performance...make more satisfied customers.



**THERE'S NO BETTER
SHINGLE VALUE
ON THE MARKET TODAY!**



MEMBER OF THE
ASPHALT ROOFING INDUSTRY BUREAU

W. H. Curry, Lynn Boyd, W. B. Oldham, W. B. Henderson, John R. Armstrong, Eric Beecroft, and Louis Gloor.

Auditing Committee: Chairman Ed Taylor, John Armstrong (San Angelo), and Harvy Richards.

Resolutions Committee: Chairman Forrest Dinn, P. J. Goodnight, and W. B. Carsow.

Convention City Committee: Chairman Paul McHargue, W. A. Bratton, J. T. Hollis, Richard L. Saunders, and Smith Kirby.

Legislative Committee: Chairman E. Y. Boynton, Harvy Richards, W. B. Henderson, W. B. Oldham, Gene Klein, John Armstrong (San Angelo), James Rockwell, W. S. Drake, Sam Bell Steves, H. L. Stokley, F. E. Beecroft, S. S. Forrest, John Gillett, A. E. McCain, Rhom Pennington, W. H. Peterson, Marion Stephens, Arthur Temple, Jr., Bruce Cunningham, Vern Carlson, and Joe Stein.

Texas Dealers to Hear Governor Shivers

The Panhandle Plains Hoo-Hoo Club—hosts for the 67th annual convention of the Lumbermen's Association of Texas—already have made many preparations for the event, to be held April 19-21 in Galveston.

Principal speakers will be Governor Allen Shivers and Don Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Association and a Lebanon dealer. Gene Ebersole has planned dealer forums divided into groups.

Special entertainment is planned for the ladies, who will also attend the banquet and bingo game.

The long list of exhibitors includes several manufacturers who have booths for the first time this year.

VPI Tests Performance of Grooved Nails

The Virginia Polytechnic Institute has published a bulletin that reports the findings of Dr. E. George Stern on the performance of grooved nails. Dr. Stern is VPI's research professor of wood construction.

Entitled "Grooved Nails Strengthen House Frames," this bulletin—through graphs, pictures, and reports of the tests—tells how to make house frame joints up to six times as strong.

It also tells how to save on laying floors that never squeak, cup, buckle, or work loose; how to lay wood, asbestos, and asphalt shingles or siding with nails that can't come loose; how to fasten plaster lath to decrease possibility of plaster cracking.

This bulletin is available from the institute or the Independent Nail and Packing Co., Bridgewater, Mass.

Decals and Plaques Show SLA Membership

Members of the Southwestern Lumbermen's Association now have a way to let their customers—and those of other firms—know they are approved members of SLA and consequently, affiliates of the National Retail Lumber Dealers Association.

A handsome birch plywood plaque, showing a map of the four member states and the two association names in red and blue, tells the story inside the display room or office.

A red, white, and blue decal for display windows announces the dealer's membership on the outside.

Heads N. E. Missourians

Chester Furnish, Kirksville, is new president of the Northeast Missouri Lumbermen's Association. He was elected at the 41st annual convention, held in Moberly in November.

Other new officers are Harold Johnson, Columbia, vice-president; and W. C. Robinson, Paris, secretary. New directors include C. W. Reineking, Jack Doerr, W. H. Hopkins, and Paul Saylor.

Georgians to Augusta

The Building Material Merchants of Georgia will hold their 1953 annual meeting and convention at the Bon Air Hotel in Augusta on March 30, 31, and April 1, it was decided at a meeting in Atlanta last month by the board of directors.

Counselor J. G. Rowell said details of business and social sessions would be announced by bulletin soon.

Hart and Hoppe to Address Louisianans

Larry Hart, vice-president for relationships of the Johns-Manville Corp., and Jerry Hoppe, sales promotion manager of the Insulite Co. will be two of the principal speakers at the annual meeting of the Louisiana Building Material Dealers Association. The Pelican state dealers will meet at the Jung Hotel in New Orleans, March 18-19.

Also on the program is a panel discussion, moderated by Ed G. Gavin, that will feature all speakers, three Louisiana dealers, and two distributors. Other speakers are H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, and Clayton Rand, humorist and newspaper editor.

Foley Heads N. O. Group

Ivan M. Foley was chosen as new president of the Retail Lumber Dealers Association of New Orleans at a meeting in the Jung Hotel December 3. He succeeded Emmett D. Brown.

Other officers are Norbert Markel, first vice-president; Walter Isaacks, second v-p; Edward Baldinger, secretary, and Sam Cohen, treasurer.

Joseph Gueydan, John Duffy, Sol Singer, Bernard Goldsmith, Mrs. Nina Meredith, and Sam Stone serve as directors.



"Don't you think we oughta cull this one, kiddo?"

THESE WIZARDS WITH WOOD

Get the town's population
To thank helpful Hank
With a great celebration

BUILDING SUPPLIES
HARDWARE PAINTS



How? How? How? A dozen times a day customers ask you how! How to fix wood . . . how to finish wood! Well, here's how! Recommend Weldwood Glue, Firzite and Satinlac. These wizards give such wonderful results, they make friends for you wherever you sell them. And each sale gives you a healthy profit besides.

Largest Selling Wood Glue —

WELDWOOD[®] PLASTIC RESIN GLUE



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

WHITE FIRZITE



Recommend WHITE Firzite for magical woody effects on hardwood or soft, plywood or solid lumber. For light pastel tones, recommend WHITE Firzite tinted with Colors-in-Oil. For soft wood and fir plywood paint jobs, recommend WHITE Firzite as an undercoat, to help prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain. Over 40 million feet of fir plywood sold every week — what a market for Firzite!)

Big demand for natural wood finishes, sells

SATINLAC



The big modern style trend is for light natural wood finishes — on furniture, wood panelling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

In pints, quarts, gallons, drums.

UNITED STATES PLYWOOD CORPORATION, New York 36, N. Y.
and U. S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.

Branches in Principal Cities — Distributing Units in Chief Trading Areas



"Vas you dere, Sharlie?"

JANUARY inaugurates a president every four years, but it launches the convention and "annual meetin' time" every year for lumber dealers. On this page are printed some meaningful photos of past conventions.

Ever a Southern gentleman, Earl Hunt, of Norfolk, at left, came to the rescue at the Virginia dealer convention in Roanoke last year when Mrs. L. R. O'Hara, of Yorktown, "couldn't wait" for more coffee. This amused her husband, far left, then president of Virginia group. Craig Ruffin, of Richmond, snapped this candid shot.

WIVES of members of the Southwestern Lumbermen's Association 25 years ago organized the SALS — the Southwestern Auxiliary Ladies. At the SWLA convention last January, the ladies at right arranged the silver anniversary tea for their group. From left, they are Mrs. V. E. Loyd, Mrs. D. R. Bodwell, new President Mrs. H. E. Waddill, Mrs. C. H. Schorling, retiring President Mrs. Anton K. Westh, Mrs. Ted Becker, and Mrs. C. W. Goodrum.

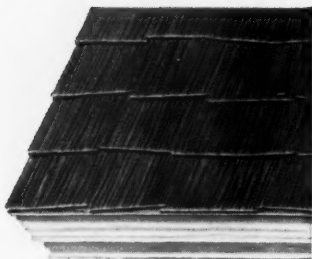


A NEW and highly popular exhibit at the 1952 convention of the Mississippi Retail Lumber Dealers Association was that, above, promoting a national account collection service for dealers. Secretary E. B. (Ted) Lemmons shows the service contract to an interested dealer outside camera view.

THE ALABAMA Building Material Exchange does not have a combination convention each year. Instead, the members hold an annual banquet in Birmingham in January, and a two-day gala fishing rodeo at Panama City, Fla., in the summer. Below is seen a group of dealers and their wives at the 1951 Alabama banquet at the Redmont Hotel in Birmingham. Self-accompanying professional vocalist is seen at piano in background.



American Colonial ASBESTOS SHINGLES



Each shingle is designed as a rigid asbestos-cement strip, covers as much area as 5 individual shingles. American Colonials are self-aligning, nail holes are pre-punched. Application is simple and rapid.

... add character to any home —
... wear like stone —
... applied like any strip shingle —

The finished roof has the pleasing horizontal shadow line and deep-grained texture desired by so many homeowners.



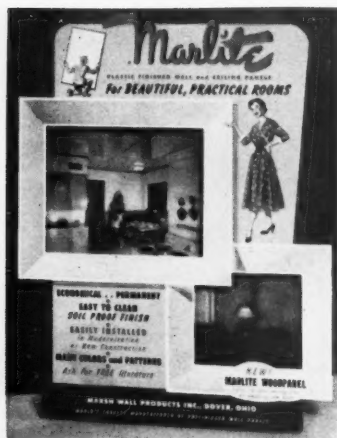
YOU LIFT your houses out of the ordinary when you give them a roof of Johns-Manville American Colonial shingles. These handsome, colorful shingles have the rugged, sturdy and fireproof qualities of asbestos and cement. In addition, they have new styling and striking new beauty.

In most areas, the applied cost of an American Colonial shingle roof is lower than any other *permanent type* of roof you can use. The shingles are readily available nationally, easy to handle, and any carpenter can apply them. Your choice of several attractive colors. For full information write Johns-Manville, Box 60, New York 16, N. Y.



Johns-Manville

Silent Salesmen



WALLPANEL SALES AIDS

Dealers can tell at a glance the approximate cost of Marlite panels, adhesive, caulking, and moldings required for a new or remodeling job by using a handy new estimator chart. Prices are shown two ways—the price of materials alone, or materials plus average installation charges.

To go with the estimating chart, Marlite Job Estimate folders show information needed for the job and can be filed away. Space is allowed for sketching the job to be done.

Shown here is a new three-dimensional-effect counter card, part of the spring Marlite promotional material. Also available are a handy holder for literature and a colorful window banner.

Contact: Marsh Wall Products, Inc., Dover, Ohio.

NAIL SIZE CHART

A "Handy Chart of Nails," which hangs on the wall, depicts actual sizes of common nails from 2d to 60d, plus types and sizes of box and finishing nails, cut nails, spikes, roofing nails, rust-proof nails, common tacks, and nails for special uses. It also shows types of nailing, the diameter of nails, and parts of a hammer.

Charts show size, length, gauge, head diameter, and approximate number to a pound of common nails, box nails, finishing nails, and casing nails.

Contact: Correlated Charts Corp., 381 Fourth Ave., New York 16, N. Y.

PLYWOOD GUIDE

Weldwood plywood and other wood products are shown and described in a new handbook for builders and contractors.

Each succeeding page is slightly wider than the previous one so that products described on each page can be spotted quickly by their titles printed on the protruding edge of the page. Among the subjects covered are exterior siding materials, concrete forms and general utility panels, doors, kitchens and bathrooms, finishing materials, counters and table tops, and interior wall materials.

Slipped into each handbook is a sheet showing "approximate" retail prices charged by dealers. USP has mailed copies direct to builders and contractors throughout the nation, urging them to buy from retail dealers.

Contact: United States Plywood Corp., 55 West 44th St., New York 36, N. Y.



SHINGLE SAMPLE BOARD

This display sample board provides point-of-sale help in promoting Supradur Fiber-Shake asbestos cement sidewall shingles. The house is a cut-out of the Supradur trademark.

It is light to carry, easy to hang or place in windows or on counters.

Contact: Supradur Corp. of New York, 110 Williams St., New York, N. Y.

SELLS FLOOR FINISHES

This 16" x 21" display holds samples of asphalt tile, linoleum, oak, pine, and maple to bear out its claim, "It's easy to have Beautiful floors!"

Each sample is finished with an American finish, labeled on the dis-



play for identification. The bottom of the shelf holds a 14" piece of oak divided into four sections to show (1) old floor, (2) after sanding, (3) after one coat American Pentra-Seal steel woolled, and (4) after two coats of American Pentra-Seal, last coat not steel woolled. Samples are removable for customer inspection and handling.

Contact: American Floor Surfacing Machine Co., 518 South St. Clair St., Toledo 3, Ohio.

GIFT WASH CLOTH

A bright yellow wash cloth carried Christmas greetings to many customers of Permalume shower doors, tub enclosures, and daylight shower stalls for the Shower Door Co. of America, 973 Peachtree St., N. E., Atlanta, Ga.

The green message washes out so that the wash cloth is usable throughout the year as a quality gift.

PAINT MERCHANDISER

The new Color Gallery holds 112 color chips of Dutch Boy flat wall enamel and satin finish enamel. Each chip has a number that corresponds to a formula number for mixing the shade.

The dealer adds one tube of color blender to the white blending base when a color selection is made. The entire stock of blenders fits into a space the size of an average door.

Contact: National Lead Co., 111 Broadway, New York 6, N. Y.



Jenny doesn't live here any more!



YES, in the modern coal mine there's no room for Jenny. Today her job is done by powerful electric locomotives capable of pulling 50 times the load Jenny used to haul to the mine surface.

As a matter of fact, in the modern mine even the traditional pick and shovel are as out-of-place as Jenny herself! More than 90% of bituminous coal is now mechanically cut, and over 70% is mechanically loaded. Result: more economical coal to light the way, fuel the fires, power the progress of America.

But, basically, what caused Jenny to disappear? What's behind American industry's ever-more efficient machines that turn out goods at lower cost—thus making them available to more people? One word tells the story—**COMPETITION.**

In the coal industry there are 5,000 privately managed coal companies competing with one another and all competing in the market with other fuels. When one coal company develops more efficient mining methods, the rest can keep pace only by striving to improve even further. No won-

der that with his modern machines, developed through competition, the American miner's daily output is 4 to 24 times that of any miner in Europe or Asia—most of whom work in government-controlled coal industries.

Just as competition spurs *you* on to trying harder—it's competition that goads the individual company to deliver products that will outsell others. And it's competition that keeps a whole industry on its toes, cutting distribution costs, opening up new outlets, and delivering better products.

Competition—not government control—has already made America the most productive nation on earth. Competition—not regimentation—points the way to ever greater plenty for all of us.

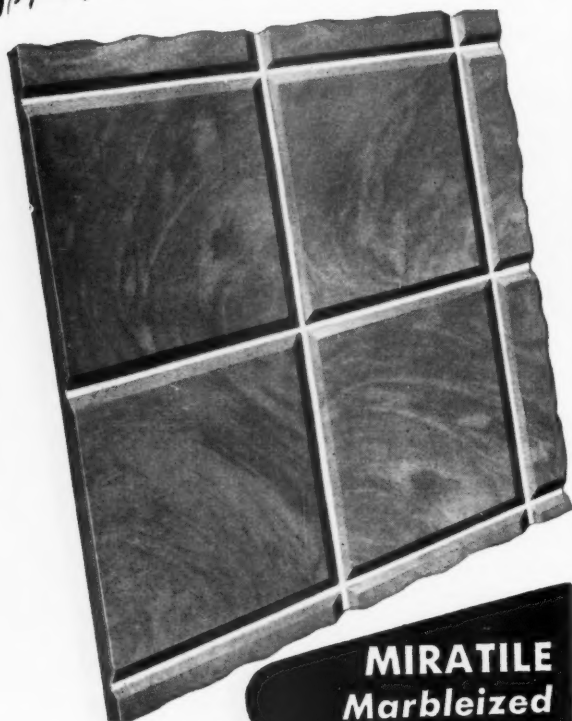
★ ★ ★

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THE COMPETITIVE SYSTEM DELIVERS THE MOST TO THE GREATEST NUMBER OF PEOPLE



**revolutionary
different
exclusive**



**MIRATILE
Marbleized
Tileboard**

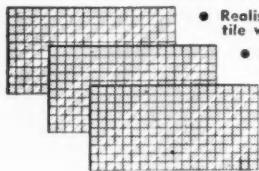
THE GROWING CHOICE OF TODAY'S TILE BUYERS

Here's a tileboard pattern that will make real profits for you . . . the new Miratile Marbleized design. Market surveys show that consumer tastes are changing, that swirling marbleized patterns are meeting ever greater demand.

BRING CUSTOMERS INTO YOUR STORE . . . feature Miratile Marbleized as a traffic builder. It's new and interesting. An ideal material for new construction and remodeling . . . supplied at standard low tileboard prices.

TO HELP YOU SELL . . . free counter or window display, ad mats, color charts and folders supplied with each dealer order. Miratile Marbleized is offered only by Miratile, the complete tileboard line including all standard patterns and moldings.

MIRATILE MARBLEIZED TILEBOARD FEATURES



- Realistic true tile joint . . . with unique Miratile wide-flare score line.
- Colors in Spring Green, Dove Grey, Sunshine Yellow, Coral and Powder Blue.
- Thermalized baked-on plastic finish. Resists dirt, moisture and steam. Easy to clean. Won't fade, crack, or peel.
- Supplied in standard 4'x4', 4'x6', and 4'x8' panel sizes.

Write for Miratile Marbleized Tileboard samples and name of nearest distributor

MIRATILE MANUFACTURING CO., INC.

Tileboard Panel Division

8201 S. Wallace

Walton Building

ATLANTA BRANCH
Atlanta, Georgia

Chicago 20, Illinois

Allan West, Mgr.

A SOLVENT AMERICA

Continued from page 27

capacity of our free enterprise system we can not hope to deter or resist Russian aggression.

Our alternative to free enterprise is socialism. A trend toward socialism is inherent in continued deficit spending, increasing debt, and the resulting economic and social dislocations, including inflation and mounting taxes.

These factors create demands for controls. Controls require more controls, and finally the pattern becomes so intricate that it breaks down in confusion. Prices rise and inflation spirals.

There is demand for additional taxes to halt inflation, and finally taxes reach a point of diminishing returns, suffocating the profit incentive of our free enterprise system in the process.

Then comes the temptation to increase socialism all along the line, including the necessities of life such as food, housing, medical care, and finally the sources of livelihood—business and agriculture.

Socialism, itself, is destructive of all the things that have made our country great. But socialism requires controls. Controls lead to centralization in Washington. Corruption is invariably a product of centralization of purse and authority. This combination can lead only to moral and economic decay.

There are those who have been contending that such are the conditions facing the new administration which is taking over direction of the Federal government in Washington.

We can continue down the road to state socialism and ultimate disaster, or we can strengthen and revitalize the free enterprise system with solid fiscal policies and go forward, with our head high, as the leader of those who have the will to fight for freedom and independence.

I do not concede that either Democracy or free enterprise, or any other American freedom, has run the course of its usefulness in the world. They have been worth fighting for in the past against both economic and military challenge and I do not concede that they were any dearer to those who have fought for them before, and won, than they are to us today.

But, frankly, we are faced with a Federal fiscal crisis. Unless we meet it with courage, we can expect continuing deterioration of our currency and credit, and consequently the destruction of our form of government, our free enterprise system, and all the freedoms for which they stand.

What are the alternatives facing the new administration at Washington?

1. More taxes. Taxes are already perilously high. Diminishing returns in both revenue and production would be the certain result of more taxes.

2. More deficit financing. Besides the problems of financing and managing a debt of more than a quarter of a trillion dollars and all the other treacherous aspects of debt, more of it is bound to generate more inflation which in itself will further undercut what little financial and economic stability there is left.

Only the Federal government can spend in un-

limited amount. It alone determines the value of money and the extent of credit, because it alone is empowered to do so. When we think of the Federal debt we must remember that a Federal bond is not simply a loan to the Federal government on which it pays interest. It is a first mortgage on all we own.

3. Reduction in non-essential Federal expenditures. This, of course, is the only safe, sane, responsible and constructive alternative.

The most inflated thing in America today is the Federal government. Big government costs big money.

Of course, it is absolutely necessary that our military defense should be made impregnable and our efforts toward this end must be supported to the hilt. But the military is the most wasteful segment of our government today. More efficiency through which we would achieve more defense for less money is the first requirement of the new administration.

Beyond this, we must purge the Federal budget of every non-essential expenditure. In the first quarter of the current fiscal year, Federal expenditures exceeded those for the same period last year in the following categories: Agricultural Research Administration, Farmers Home Administration, Forest Service, Production and Marketing Administration, Soil Conservation Service, Civil Service Administration, Public Roads, Economic Stabilization Agency, Civilian Defense Administration, Office of Education, Social Security Administration, Public Housing Administration, Labor Department, postal deficit, State Department, TVA, Coast Guard, Internal Revenue Bureau, and interest on the debt.

In the first quarter of the current fiscal year, there were 2,495,519 civilian employees in the Federal government. This was more by 76,000 than were employed in the same period in the year before. Among the agencies showing substantial increases were the Post Office Department, Civil Service Commission, General Services Administration, TVA, State Department, and the military establishment.

The Federal budget must be balanced immediately, through reduction in non-essential Federal expenditures, and then we must move to reduce taxes, if we are to restore fiscal stability to the United States Government. Financial soundness is the heart of the American system from which our social, economic and military strength flows.

We are the last free area in the world. If free enterprise Democracy in the United States is not preserved, there will be no source of support and reinforcement for either ourselves or our allies.

With no intensification of the war situation, reduction in the Federal expenditure level of the current year by \$10 billion without impairment of our security is possible, despite existing commitments and legal requirements. This would virtually balance the Federal budget. Within the next two years, under current military requirements, efficiently administered, reduction in the current spending level of \$15 billion should be achieved, thus affording some relief from the present burdensome tax impositions.

This can be done only by courageous and sympathetic action by the new President and the new Congress. This must be backed up and promoted by every citizen.



NEW IMPROVED
Hidalift

THE COMPLETELY *Concealed*
SASH BALANCE
THAT ACTUALLY MAKES
WINDOWS MORE ATTRACTIVE

NOW more than ever... is
being specified by builders,
dealers, contractors, architects

ONLY HIDALIFT OFFERS THESE
ADVANCED AND EXCLUSIVE
CONSTRUCTION FEATURES...

100% CONCEALED—No part protrudes
or is otherwise exposed to view.

DESIGNED for EASY, FAST INSTALLATION
—smooth, lifetime operation.

EASIER TO TENSION—Tensioning can be
applied *before* or *after* installation
without special tools.

FITS WINDOW with or without weath-
erstripping.

POSITIVE LIFTING POWER provided by
highest quality coil spring.

**TWO TYPES OF ATTACHING
BRACKETS** — Tension is ap-
plied DURING installation
by winding hinged bracket
arm (on "L" type); AFTER
installation by turning ten-
sioning screw on both "L"
and "Cup" types.



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saving installations. Patented after-installation
adjustment feature and non-jamming
action eliminate future troubles.*

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Hal's HUNCHES

New items dealers may find
profitable to sell - - or use

PLASTIC FABRICS. Viortex vinyl-fused fabrics for walls and upholstery are made in three new patterns that can be draped, pleated, or folded without cracking or peeling. Made in several colors, the new patterns are Woodtex, an elongated grooved design resembling striated wood; Palmetto, representing woven palmetto leaves, and Bouclay, with the appearance of woven boucle fabrics. Write for H-15—use coupon below.

PLASTIC PIPE. New Triangle plastic pipe for conveyance of liquids is made in three types—non-toxic, industrial, and suction. Now made in flexible and semi-rigid types, it later will be made in rigid and high-impact types. Write for H-16—use coupon below.

SEALING COMPOUND APPLICATOR. The Phillips No. 77 joint sealing compound applicator is a lightweight, balanced tool with a flow-control valve. Used for installing ready-mixed, cold-applied sealers, it has three nozzle widths: ¼" for

contraction joints; ⅜" for contraction and construction joints, and ½" for expansion joints. Write for H-17A—use coupon below.

BRICK TONGS. Magline now makes all-magnesium brick tongs that weigh only 2¼ pounds and handle up to eight bricks per load. Span adjustment is instant and secure. Write for H-18—use coupon below.

CAULKING COMPOUND. A new liquid plastic, Dewk, is used for sealing, patching, and caulking. Snow white, it is effective for sealing cracks around bathtubs and even holes in plaster walls and woodwork. Applied by squeezing from a tube. Write for H-19—use coupon below.

FLEXIBLE LAWN SPRINKLER. The Andrews double-lightweight, plastic lawn sprinkler can spray an area over 12' wide and 50' long at average water pressure. When not in use, it rolls up into a small package that can be slipped into a draw-

er, the deflated tube lying flat. One end attaches to a hose. It can be draped around flowerbeds or laid straight on lawns. Write for H-20—use coupon below.

FLUORESCENT LIGHTING.sylvania's new recessed troffer fixtures come in various lengths that can be joined to give the appearance of a continuous sweep of light. The line includes 1-, 2-, and 3-lamp fixtures, with six different types of shielding, and also four incandescent spotlight fixtures. Write for H-21—use coupon below.

WALL HEATERS. Rheem has added to its line of heating equipment the model 1801 gas-fired vented wall heater. Suitable for natural, manufactured, mixed, or LP gas, the heater is made in single or dual wall types, with 28,000 and 50,000 BTU inputs respectively. They feature built-in draft diverters, enclosed controls, and Fiberglas insulated casings, which are 17" wide, 60"

Meet these New Members of the How-ell-dor Family!

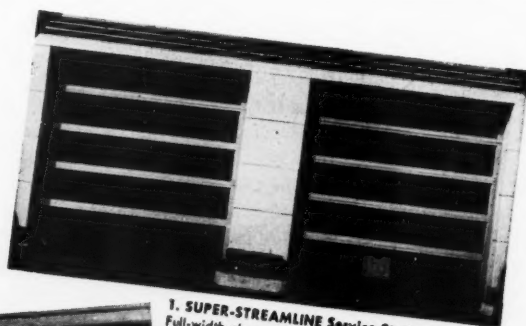
HOW-ELL-DOR Sectional Upsweep Garage Doors are distributed exclusively through dealers, and are available in 38 stock sizes for residential, commercial and service station installation. Custom-built doors of unusual design or size are a specialty.

The universally known **HOW-ELL-DOR** Electric Operators for residential, commercial and industrial garage doors may be obtained with remote or at-door control stations. Available for all sizes and makes of doors.

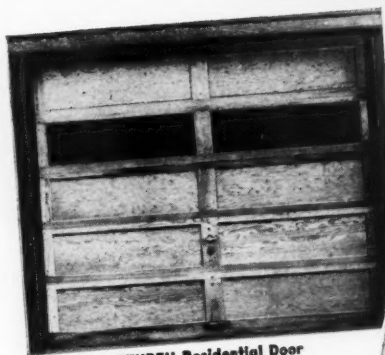
Write for
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Catalogs



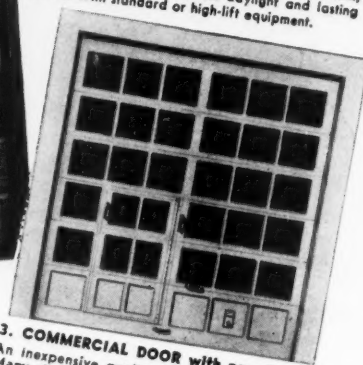
THE HOWELL MANUFACTURING CO., 7206 HASBROOK AVENUE, PHILA. 11, PENNA.



1. SUPER-STREAMLINE Service Station Door
Full-width glass panels with two inserted plastic mulls, steel reinforced, for maximum daylight and lasting service. With standard or high-lift equipment.



2. THE "PICTURE" Residential Door
New sturdy quality door in the modern design; two panels wide, five sections high with second section open for glass. Stock sizes 8' wide x 7' high and 9' wide x 7' wide, 1½" thick.



3. COMMERCIAL DOOR with new Pass Door
An inexpensive quality-engineered door. Many stock sizes . . . 8' to 16' wide and 7' to 12' high, 1½" or 1¾" thick. Completely equipped with accessories.

high, and project 5" from the wall. Write for H-22—use coupon below.

RUBBISH BURNER. The improved Harris rubbish burner is said to provide the ideal amount of draft for best combustion, through vents that are least apt to become clogged with ashes or partly-burned waste. Made of heavy-gauge steel, the unit has a rust-resistant finish and will not blow over. It is 33¾" high and 18" in diameter, and has a capacity of two bushels. Write for H-23—use coupon below.

WALL PLATES. The Egaline line of wall plates for electric switches has been re-designed. The 12 new models are ribbed to prevent breakage, warpage, and the collection of dust. Choice of brown or ivory, made of genuine urea and phenolic compounds. Write for H-24 — use coupon below.

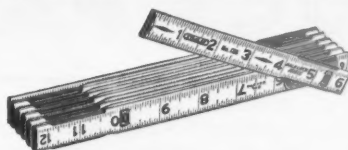
DRY-WALL CASINGS. Edge Guard steel casing for doors and windows in dry-wall jobs now is available in factory-mitered stock lengths, at no extra cost. The casing is easily applied by nailing to the framing, its spring-tight action drawing the wall-board snugly into position. It is made for wallboards ¾", ½", and ⅝" thick. Write for H-25—use coupon below.

"WALK OR RIDE" TRACTOR. The Moto-Truc tractor with 12- or 18-volt battery is designed as a "walkie" type for short distances or it can be ridden by the operator when the run is longer. Over-all dimensions of the 12-volt model are 27" wide and 48" long. The 18-volt model is 31" x 48". Both have two speeds. Write for H-26—use coupon below.

DECORATIVE MASONRY SEALER. Silitex SF contains both silicones and metallic compounds. When mixed with water and applied to masonry surfaces, this decorative coating seals out seepage and dampness. When striking the coated surface, water forms globules and rolls off. Write for H-27—use coupon below.

FOUR-WAY EXTENSION RULE.

The X226 Stanley extension rule can be used four ways: (1) on inside



measurements using 8" brass slide, (2) as an ordinary extension rule for inside measurements, (3) and (4) as a regular folding rule reading from either end. Plastic finish said to wear four times as long. Write for H-28—use coupon below.

BATTERY PROTECTION. A new storage battery cap, the Hydrocap, is said to preserve the water in batteries, prevent corrosion, and warn of overcharge or impending battery failure. Hydrocaps are sold in sets of three to replace battery's conventional caps, and are made in all sizes to fit any make of battery. Write for H-29—use coupon below.

ABRASIVE SAW BLADES. To simplify cutting tough building materials, Porter-Cable portable electric saws can now be equipped with three new blades. Because dealers sometimes find it hard to determine which blade to recommend for various purposes, different color labels identify blades according to use. Red labeled blades cut fiberboard, asbestos board, and non-ferrous metals; green, all stone substances, including concrete or cinder block; blue, iron and steel substances. Write for H-30—use coupon below.

PEARL COUNTER TOPS. Sandran plastic Mother O'Pearl counter top material can be installed by "anyone." Its resiliency prevents cracking, and it can be cut with ordinary scissors. Comes in rolls of 100 feet, in widths of 27", 36", and 45". Write for H-31—use coupon below.

TV ANTENNA ANCHOR. A new permanent television antenna holder, the Tele-Jac, can be installed in less

than 30 minutes, according to the makers. Made to meet FHA and VA specifications, it eliminates roof leaks and similar damage caused by many such installations. The TV set is connected as simply as plugging into a wall socket. Write for H-32—use coupon below.

CABINET SINKS. The Miller line of welded steel cabinet sinks has two new additions — a 54" model with two drawers and cupboard sections, and a 42" model with one drawer and one cupboard section. Both have overhanging drawers. Write for H-33—use coupon below.

ONE-COAT EXTERIOR PAINT. Rancho Red has all the characteristics of Devoe and Raynolds' white Wonder-1-Coat. This self-sealing oil-base paint, called Wonder-1-Coat Farm and Ranch paint, is fortified with a special alkyd resin base. It resists fading, cracking, and chipping. Write for H-34—use coupon below.

ALUMINUM SCREEN DOOR. The improved Jasco all-aluminum door provides for decorative grilles to be mounted flush with the outer frame, so that they appear to be an integral part of the door. A flexible plastic sweep at the bottom of the door compensates for saddle irregularities. A key lock has been added. Write for H-35—use coupon below.

NON-SLIP THRESHOLD. The Wooster No. 115-S door-step threshold has a non-slip surface and beveled edges at the front and back. Made of abrasive iron and aluminum, or bronze and nickel, it is 6' long and comes in widths of 4", 5", and 6". Write for H-36—use coupon below.

SINK FRAMES. All sizes and shapes of Chromedge Sink-Lok sink frames are now also made in stainless steel. This addition makes the frames available in four finishes—aluminum with polished finish or anodized Chromalite finish, and stainless steel in either bright or satin finish. Write for H-37—use coupon below.

MAIL THIS COUPON TODAY!

Mail to SOUTHERN BUILDING SUPPLIES,
806 Peachtree Street, N. E., Atlanta 5, Ga.

YOUR NAME _____

FIRM _____

POSITION _____

MAIL ADDRESS _____

For more free information on these promising new products, check numbers below.

H-15___ H-16___ H-17A___ H-18___ H-19___

H-20___ H-21___ H-22___ H-23___ H-24___

H-25___ H-26___ H-27___ H-28___ H-29___

H-30___ H-31___ H-32___ H-33___ H-34___

H-35___ H-36___ H-37___

PRODUCT PARADE



PLASTIC BATHTUB

The new Strand-Plax Fibreglas-reinforced plastic bathtub weighs 17 pounds—compared to 180 pounds for a steel and enamel tub, and 350 pounds for a cast iron and enamel tub of the same size. It is said to cost from 10 to 20 per cent less than conventional tubs of comparable size.

Made in four colors and white, the

plastic tub comes in lengths of 46½", 54", and 60". Conventional fittings are used. The plastic has a high-gloss finish, which is said not to chip or dent.

The light weight reduces handling and installation costs.

Contact: Strand - Plax Building Products Co., Birmingham, Mich.

NEW PANEL COATING

Barclay wall and ceiling panels now have the same melamine coating developed during the war to protect tanks and decks of battleships.

Dust is said to "fly" off the glossy surface. The new coating protects panels from stains, dents, and knocks. The surface is said not to crack, peel, or chip.

The panels come in 11 colors in three patterns: solidtone, stream-lined, and tile.

Contact: Local Barclay distributor—or Barclay Manufacturing Co., 385 Gerard Ave., New York, N. Y.

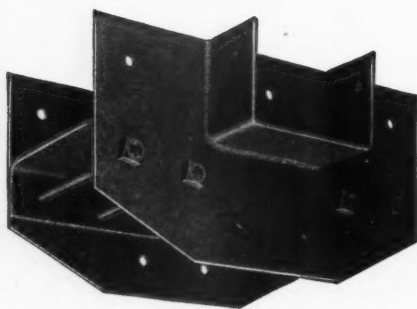
RENTAL FLOOR MACHINES

In honor of its 35th anniversary, the Clarke Sanding Machine Co. has introduced three new rental floor machines.

The EC-8 sander has an improved dust pick-up system and a new belt-type drive for more positive power and less heat caused from belt slip-page friction. A new drum permits



ORDER FROM STOCK! Low Cost TIMBER FITTINGS for Industrial and Commercial Buildings



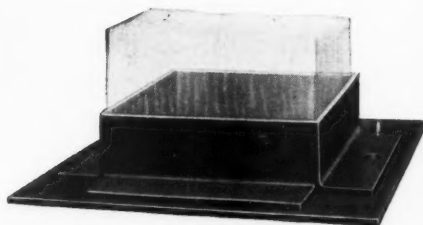
DUPLEX STEEL POST CAPS

made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

JOIST HANGERS — Fit closely on *all sides*! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



POST BASES — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



The Duplex Hanger Co.

WRITE NOW for BOOKLET 27-B

1289 East 53rd St.

Cleveland 14, Ohio

faster, and easier sandpaper changes.

The C-5 edger has a flat top so that users can stand it on its top to change sandpaper discs.

The P-11 floor maintainer does four jobs: scrubs, waxes, polishes, and steel wools floors. It can be stored in one square foot of space and has self-retracting wheels and 90% arc-of-shaft adjustment for use under low-set furniture. A noiseless positive-drive mechanism eliminates oil leaks, slipping belts, and broken chains.

Contact: Clarke Sanding Machine Co., Muskegon, Mich.

COMBINATION SHINGLES

The Shakertown Glumac unit combines cedar shingles and insulation backer board to increase application time. It is said that even an amateur carpenter can apply double-coursed shake sidewalls in a fraction of the time required by ordinary methods.

This unit consists of a deep-grooved, factory-stained cedar shingle outer course that is electronically



bonded to a waterproof, impregnated insulation backer board. Each unit measures 18" x 46½". Glumac units are applied over sheathing and building paper.

Made in nine colors, the 11 Glumacs in each carton will cover 50 square feet at 14" exposure.

Contact: Perma Products Co., 5455 Broadway, Cleveland 27, Ohio.

RUBBER BASEBOARD

Designed to enable home-owners to replace old, marred baseboard, Sani-Cove-Base is an easily applied, all-rubber, flexible baseboard.

Sani-Cove-Base is black. It is 4" high and has a toe that extends ⅝" on the floor. Pre-molded inside and outside corners also are available, with each side of the angle 2½" in length.

Sold in 3" lengths, it is applied with cement that comes in quart cans. It is "practically indestructible," does not chip or show scuff marks.

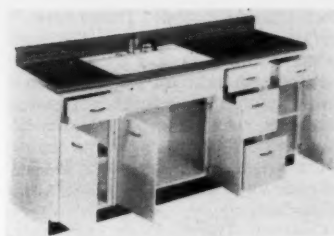
Contact: Cass Products Co., 6127 North Cicero Ave., Chicago 30, Ill.

STORM WINDOW VENTS

Room ventilation now is possible even in homes and apartments with ventless storm windows, through the installation of the new Slide-O-Vent ventilator.

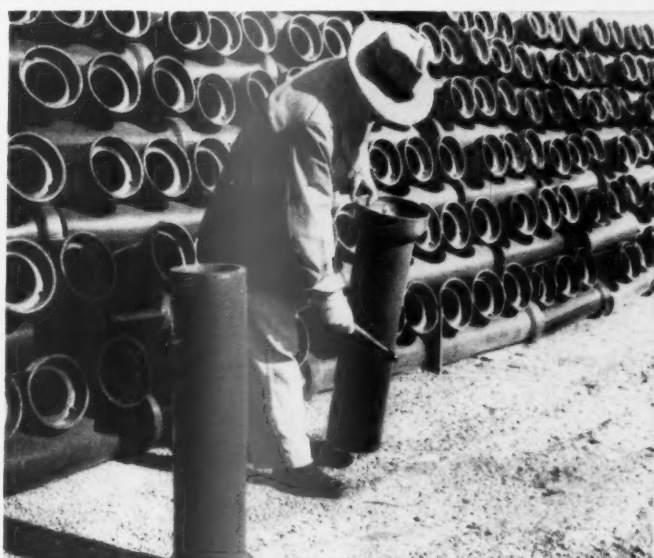
Measuring 2" x 8⅞", the Storm-O-Vent has ⅞" holes. A slide operates at the touch of a finger to open or close any number of the four holes, offering controlled ventilation. It is made of aluminum with bronze screening over the holes to keep out insects. Suggested retail price is \$1.

Contact: Rene-Craft Products, 134 Owens Building, Wilmette, Ill.



KITCHEN SINK, CABINET

Custom Queen sinks and kitchen cabinets now have molded plastic surfaces of the new General Electric



In the "hammer test" Dickey salt-glazed clay pipe rings like a bell — added evidence of its superb hardness and density.

How a "built-in safety factor" makes Dickey a better pipe for you to sell

Dickey does more than simply meet standard specifications. It consistently exceeds them. Dickey sanitary salt-glazed clay pipe consistently tests stronger than ASTM standards, sometimes as much as 100%. This "built-in safety factor" is one of the sales points that make Dickey Dealers leaders in the clay pipe field. You and your customers pay no premium for this finer pipe. As a Dickey Dealer, therefore, you have a very real advantage, one that means steady sales.

If it's made of clay it's good...if it's made by Dickey it's better

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

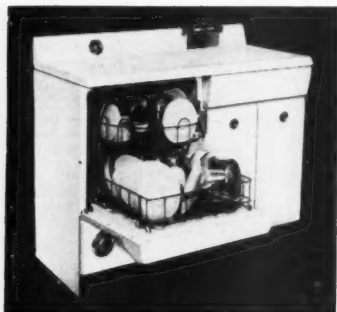
**W. S. DICKEY
CLAY MFG. CO.**

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., San Antonio, Tex.,
Texarkana, Tex.-Ark.

Textolite Monotop. There are no surface cracks, even at the back-splash.

Tops are said to be resistant to boiling water, fruit acids, hot greases, alcohol, and similar household chemicals. They resist dents and are not marred by cigarettes. Made in several colors, they are said to be color-fast.

Contact: Toledo Desk and Fixture Corp., Maumee, Ohio.



DISHWASHER-SINK

A new American Kitchens automatic dishwasher-sink combination features the "Roto-Tray." This is a revolving upper tray that assures thorough washing and rinsing on both upper and lower racks.

Built on a sink frame 48 inches wide, model DW-48 has a single bowl sink and double storage compartment beneath.

A heating element increases water temperature, speeds drying.

Contact: American Kitchens Division, Avco Mfg. Corp., Connersville, Ind.

SKYLIGHT FOR HOMES

Developed on the idea that natural lighting is the best, the Vanco Plexiglas Domelite is a new skylight for use on homes, factories, and institutions.

Because of its design, the Domelite gathers light beams and projects them into the area below. It absorbs the "bleaching" ultra-violet rays of the sun to protect materials below. It eliminates heat of direct sunlight by reflecting infra-red rays.

These skylights are supplied in their own frames in a choice of galvanized iron, aluminum, or copper.

Contact: E. Van Noorden Co., 99 Magazine St., Boston, Mass.

RUBBER MATTING

Do-All long-ribbed rubber runner matting has traction-type ribbing running the long way of the mat so

it is easily swept. The matting is 3/16" thick, 34" wide, and comes in rolls of about 38'.

It comes in red, green, blue, mosaic, and black. Made for heavy duty, it is said to stand uses that would tear ordinary rubber runners.

Also made by the American Mat firm is a new type of rubber matting for entrance use. It is a variation of the corrugated-perforated mat, topped with a triple-ridge surface like the company's premium-priced link matting.

Tensile strength of the rubber is increased so that unwashable cord is eliminated. Made in black or soft rose, it is 5/16" thick and marketed in sections 24"x12", 36"x18", and 48"x12".

Contact: American Mat Corp., 2018 Adams St., Toledo 2, Ohio.

TILE ADHESIVE

Danbury Chemical-Set cement permits installation of rubber and vinyl tile directly over on-grade concrete. It is said to bond tile even when moisture is present.

The new adhesive also can be used for installing linoleum and flexible tile on subfloors of steel, terrazzo, ceramic tile, and other non-porous surfaces. It also provides a tight bond for metal stair nosings, metal

YES!

More

Sales and Profits -

...with "Premier"

Threshold Plates

in Aluminum and Brass

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

Write For Literature and Prices

trim, tackless carpet strip, and other flooring accessories.

Contact: Danbury Rubber Co., Danbury, Conn.

ODORLESS FLAT ENAMEL

A new "scrubbable" flat enamel, Armortec, is used on new or old plaster walls and ceilings or on wood surfaces.

It is said to be odorless. One coat—applied by brush, roller, or spray—is said to be sufficient for this self-sealing, quick-drying enamel. No primer is needed. Armortec comes in 10 colors.

Contact: Armor Laboratories, Glendale, Calif.

SLIDING DOOR HARDWARE

The Budgeteer is a simple-designed, low-cost sliding door hardware set. Anyone can install it with a pencil, rule, and screwdriver.

The set includes a "Micro-Just" hanger that allows adjustment of doors in 1/16th of an inch up to 1/4" for perfect fit. An extruded flange prevents doors from jumping the



track and jamming. Other features are nylon-rim ball-bearing rollers, optional metal header trim.

Sets are made for two by-passing doors in 4', 5', 6', and 8' door openings for door thicknesses from 3/4" to 1 3/8".

Contact: Stanley Works, New Britain, Conn.

BATHROOM ACCESSORIES

New additions to the Standard bathroom equipment line include Twin-Slide sliding door cabinets, Fold-A-Weigh scales, and a built-in clothes hamper.

The two mirrored doors of the cabinet slide effortlessly to reveal

adjustable glass shelves. Doors are encased in a chrome picture frame. Three over-all sizes are available—34"x22", 47 1/2"x29 1/2", and 29 3/4"x29 3/4".

The Fold-A-Weigh scale flips out of the wall and so takes up no floor space in small bathrooms. It is made in either chrome or matching enamel finishes.

The large built-in steel clothes hamper features concealed ventilation for full sanitary protection. Clothes are deposited at the top, removed through large bottom door.

Contact: Standard Building Products Co., 621 McDonald Ave., Brooklyn 18, N. Y.

VERSATILE TORCH

The 600 series Prepo torch comes with six interchangeable burners and tips.

Included are a utility burner for general purpose work; heavy-duty burner for great heat volume on large jobs; pin-point burner for precision soldering and special work; paint remover; diamond-point solder tip for fine, quick work, and a chisel-point solder for fast, heavy-duty work. An adaptor makes these accessories fit older model Prepo burners.

Special Prepo fuel for these port-

What this mark

14K

means in jewelry

this mark



means in redwood

the **GRADE-MARK** tells 'em
the **TRADE-MARK** sells 'em

CRA
REDWOOD



There is no question of quality when your lumber bears the CRA grade-mark. The accurate grading, uniform milling, and proper seasoning set by CRA standards assure top performance on the job—every time. That's why it's good business to feature grade-marked, trade-marked, Certified Dry CRA Redwood—the lumber you can be sure of—the lumber processed by the reputable member firms of

CALIFORNIA REDWOOD ASSOCIATION 576 SACRAMENTO ST., SAN FRANCISCO 11

Arcata Redwood Co • Coastal Plywood & Timber Co • Eureka Redwood Lumber Co • Hammond Lumber Co
Holmes Eureka Lumber Co • Northern Redwood Lumber Co • Pacific Lumber Co • Rockport Redwood Co
Simpson Logging Co • Union Lumber Co • Warm Springs Redwood Co • Willits Redwood Products Co



able burners comes in throw-away containers.

Contact: Prepo Corp., Skokie, Ill.

INDOOR INCINERATOR

The Majestic automatic gas-fired indoor incinerator has a box-like, table-top design to fit in with other automatic appliances.

The housewife loads the unit with garbage and sets the burner control when it is full. The vent pipe taps into the furnace flue. Operation is quiet, without grinding or grating noises. There are no moving parts to jam or wear out. With the aid of baffles, air that enters the bottom of the unit rises between outer casing and inner shell.

A bell rings when burning time is over and gas automatically cuts off.

Ash removal is necessary only occasionally.

Contact: Majestic Co., Inc., Huntington, Ind.

HAMMERS AND TACKERS

Bostitch hammers and tackers are displayed on a colorful new 25"x20" wall display board that shows builders how to save time and money. Screws hold the sample tools in place.

The bottom of the display invites "Get the feel of these tools and ask for a demonstration." Folders, envelope stuffers, fliers, and ad mats on these tools are also offered.

Contact: Bostitch, 1004 Mechanic St., Westerly, R. I.

NATIONAL



WOODWORKS

**IN they come—
OUT they go.**

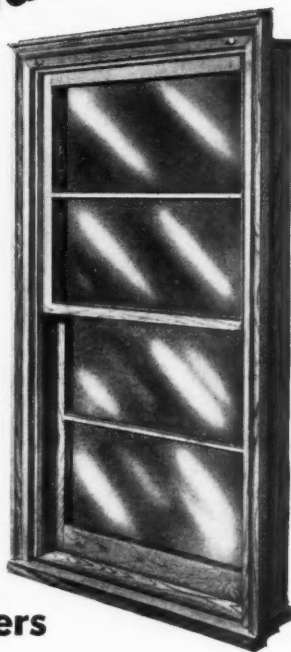
National Window Units

sell so fast
you can't keep them in stock

sell as fast
as they go up on the job
(and that's fast)

Builders, more and more, are buying National Window Units to save time, trouble, money, and to put up a better-looking job. Every unit arrives on the job with sash, balances, weather-stripping pre-fitted to frame . . . ready to slip into the opening. See the advantages?

Builders have seen the advantages, and they're BUYING! Dealers who've seen the advantages are SELLING! Are you?



We sell YOUR Customers
(if we have your List)

We tell Builders, Contractors, Architects all over the South about the famous National Window Units, millwork, and specialty items. Every other week, in colorful mailing pieces, they are reminded, "Call your Dealer for a Quotation." Be sure YOUR list is on OUR list of firms to receive these selling messages.

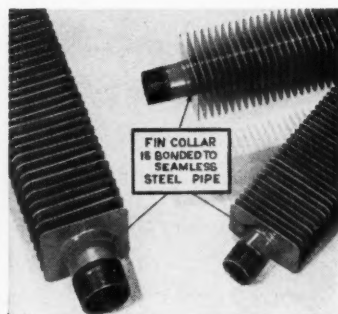
**NATIONAL
WOODWORKS**

Box 5518 — Birmingham 7, Ala.

FIN-TUBE RADIATOR

The Le Vine fin-tube radiator has extruded collared fins bonded to a seamless steel pipe to become an integral part of it. This provides greater radiation surface for quicker heat and higher heating capacity.

This fin-tube radiator is made in



stock lengths of 6', 8', 10', and 12'. It also is made in 6" increments from 2' to 12'. Each end of the pipe extends 2½" and both ends are threaded or chamfered.

Contact: Le Vine Fin-Tube Radiator Co., Inc., 16 Fair St., New Haven, Conn.

2-WAY WATER HEATER

The Duo-Temp Laundymaster is a gas water heater that provides hot water of two different temperatures from a single tank.

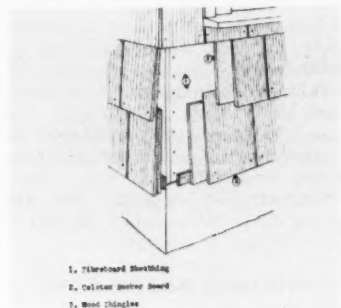
From one 180-degree outlet of the heater, a separate line is run to the automatic clothes washer and dishwasher. Even after heat losses due to radiation, water temperature is at least 160 degrees F. This is hot enough to kill bacteria and assure speedy drying of dishes and white clothes.

A second line mixes hot water with cold, to provide 125-degree temperature recommended for other

household faucets by the National Safety Council.

The rust-proof Ruud-Monel tank assures constant temperatures through many loads of clothes in washing machines.

Contact: Ruud Manufacturing Co., Pittsburgh, Pa.



INSULATING UNDERCOURSE

Celotex asphalt-impregnated cane fiberboard Backer Board is applied with wood shingles over fiberboard sheathing through use of 2" annular grooved, galvanized nails.

This application results in a uniformly smooth and permanent undercoursing, in addition to increasing insulation value about twice that of ordinary double-course shingling

applications. The large units help seal walls against wind and weather infiltration.

Backer Board comes in units 13½" x 48" and 15½" x 48", ¾" thick.

Contact: Celotex Corp., 120 South La Salle St., Chicago 3, Ill.

PLAID PLASTIC LAMINATE

"Homespun" is a new pattern now available in Formica decorative plastic laminates. It is made in five colors.

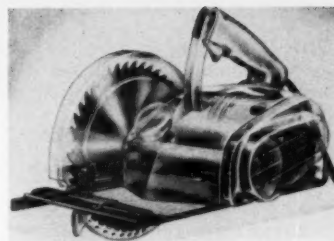
The new pattern produces a basket weave with a plaid effect achieved by random threads in colors that contrast with the background.

The manufacturer also is licensing makers of vinyl upholstery materials to duplicate the Homespun pattern so that their materials will serve as companions to the Formica counter top and table top material. The first on the market will be Duran, a product of the Masland Duralather Co.

Contact: Formica Co., 4614 Spring Grove Ave., Cincinnati 32, Ohio.

PORTABLE ELECTRIC SAW

The new Syntron portable electric saw has dual V-belt drive from the universal motor shaft to the saw arbor shaft. This eliminates gears,



gear box, gear grease leakage, and high gear maintenance expense.

This flexible rubber V-belt cushions the motor from shock or overload and results in vibrationless cutting speed not possible with gear-driven saw types. Tough metal stampings in place of brittle metal castings insure ability to stand up under hard use.

This saw weighs 19 pounds, has a 1½ HP motor, and 8½" blade, and capacity cut of 2-11/16.

Contact: The Syntron Co., Homer City, Pa.

ENAMELED STEEL SIDING

A new enameled steel roofing and siding material, Vitri-Cor, is made from a corrugated steel base to which porcelain enamel has been fused at 1650 degrees F. This coating is said to offer complete protection

CARPENTER NAIL APRONS



No. 111-0 17" x 22"

Made of full weight, square yard base duck. Lettered in any one color, bound up both sides. Double stitched neck band prevents rolling. Flared pockets. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.48	.43	.42	.41	.40
8.69 Oz. White	.46	.41	.39	.38	.37
Orange or Khaki (Specify)	.54	.49	.47	.46	.45

No. 112-0 8" x 18"

Same material as No. 111-0. Bound and double stitched waist band across top. Flared pockets. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.32	.27	.26	.25	.24
8.69 Oz. White	.30	.25	.24	.23	.22
Orange or Khaki (Specify)	.36	.31	.30	.29	.28



BONE-CROW COMPANY

MANUFACTURERS

Fabric Div.

WACO, TEXAS

TRAFFIC FLAGS



Wire loop in top for attaching to load and keeping flag unturfed. SHIPPED PREPAID.

No. 121 — Good Quality Red Cloth. —

	100	250	500	1000	2500	5000
12" x 12"	.17	.15	.14	.13½	.13	.12¾ Ea.
16" x 16"	.26	.24	.23	.22	.20	.19 Ea.

Prices include imprint one side in aluminum

No. 124 — Red Duck—Stenciled one side in white—

	100	250	500	1M	2½M	5M
12" x 12"	.21	.20	.19	.18	.17	.16 Ea.
16" x 16"	.29	.26	.25	.24	.22	.21 Ea.

Letters Both Sides
Same Copy Add

No. 126 — Plastic Film—Stenciled one side in Silver.

	100	250	500	1M	2½M	5M
12" x 12"	.19	.17	.16	.15½	.15	.14¾ Ea.
16" x 16"	.29	.27	.26	.25½	.25	.24¾ Ea.

Letters Both Sides
Same Copy Add



No. 118-0

CEMENT OR LEG APRON

29" wide, 34" long. Metal fasteners on leg bands. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons, and same copy used. Otherwise, add \$2.50 for imprinting any quantity.

9.93 oz. White duck	\$1.10 Ea.
12.41 oz. Khaki waterproof	1.80 Ea.

No. 116-0

YARD APRON

29" Wide, 36" long. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons, and same copy used. Otherwise, add \$2.50 for imprinting any quantity.

9.93 oz. White duck	\$.90
12.41 oz. Khaki waterproof	1.55



against fire, corrosive gases, moisture, steam, smoke, and salt air.

Vitri-Cor can be applied to wood or steel frames in the conventional manner, with holes drilled on the job.

Contact: Toledo Porcelain Enamel Products Co., Renkert Building, Canton, Ohio.

STORAGE ACCESSORIES

The K-Venience line of closet fixtures now includes a purse rack and a tie rack.

The model 552 purse rack fastens to a closet wall to hold purses on top or hang three of them on hooks below. It is 20½" wide and extends 9" from the wall. The rack also is suitable for kitchen or bathroom use.

The Hol-Mor tie rack holds 48 neckties on one bar that extends the width of the rack and six swinging bars half that width. The chrome-plated rack, designated model 780, is 21¾" long.

Contact: Knappe and Vogt Co., 658 Richmond St., N. W., Grand Rapids 4, Mich.

48" MASONRY LEVEL

A new 48" masons' wood level, the Aluminedge No. 648-AB, is enclosed on every edge with an aluminum

binding, fitted, sealed, and fastened with recessed-head screws.

"Metallic-sealed" vials eliminate the use of conventional glass drawn tips, said to be the largest single source of level breakage. The Aluminedge has four plumbs and two level vials. The clear California kiln-dried sugar pine used in the level is polished and coated with clear varnish.

Contact: Columbian Vise and Manufacturing Co., 9023 Bessemer Ave., Cleveland 4, Ohio.



FOLDING DOOR

The Spacemaster is a new low-price folding door for residential use, said to have the same strength and rigidity as folding doors used for commercial applications.

It has a steel frame with pantograph action plates at both top and bottom, and is covered with a vinyl plastic fabric. Made in one neutral color, by the manufacturers of Modernfold doors, it comes in three

sizes for large and small closet openings and for room door openings.

Contact: New Castle Products, New Castle, Ind.

CEILING HAMPER

Klothes-Katch keeps laundry off the utility-room floor. It can be attached in basements at the end of laundry chutes to catch clothes as they are discarded.

Shipped dismantled, it is easily assembled to its 20"x30"x36" size. Metal hangers are adjustable for suspending the Klothes-Katch from ceiling joists.

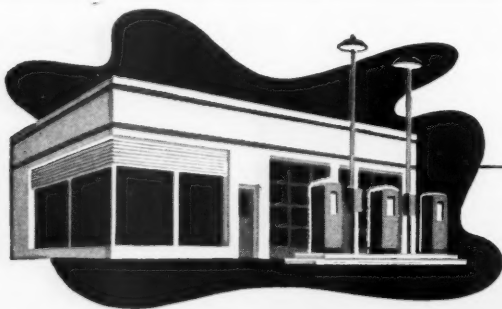
Contact: Klothes-Katch Co., 3413 Boone Ave., Minneapolis 16, Minn.

TILTING ARBOR SAW

The model 852 Heston and Anderson 8" tilting arbor saw features a motor that tilts with the saw to keep the same tension on the belt and complete alignment of all parts.

Other advantages are life-sealed ball bearings, miter gauge slots on both sides of the saw, steel floor stand and easily accessible controls, sawdust chute, extra-long aluminum rip fence with accurate gauge.

Contact: Heston and Anderson, Fairfield, Iowa.



extra white

Your customers will appreciate Trinity, the whitest white cement. Gives uniformly excellent results. Widely advertised to architects and users for years. Used in volume in architectural concrete units, terrazzo, stucco, paint, etc. Other uses include light reflecting floors, ornamental work, tile setting, etc. Trinity meets Federal and ASTM specifications. Carry it in stock. General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga.

TRINITY WHITE is a true Portland Cement

TRINITY WHITE
Portland Cement



as white as snow

Strictly WHOLESALE

Factory Door Units Studied by Jobbers

MEMBERS of the Southern Sash and Door Jobbers Association spent the third morning of their three-day 13th annual meeting at the Roosevelt Hotel in New Orleans, La., studying the differences in, and merits of, various pre-fabricated door units.

Over 500 persons registered for the meeting, according to Secretary-Treasurer Barney Gallagher. Reports from industry officials comprised the other main business session of the meeting, which always emphasizes social events.

W. E. Difford, managing director of the Douglas Fir Plywood Association, announced plans for a new Plywood Trade Barometer and a screening of plywood jobbers. He reported that 86 per cent of DFPA plywood output was sold through jobbers. He estimated there were about 1,400 "bona fide" jobbers in the nation, with some 3,500 salesmen. He said that the association would spend \$1,930,000 in 1953 — one-half of it on "hard-hitting advertising."

The managing director of the Fir Door Institute, John O'Hara Harte, said that member firms would offer to jobbers combination cars of panel,



Horace Woods was "tickled pink" when the acting mayor of New Orleans presented him with both a certificate of honorary citizenship and a real "key" to the city at the opening of the winter meeting of the Southern Sash and Door Jobbers Association. The group's president shows the key to Vice-President James M. Green, of Orangeburg, S. C., left, and Secretary-Treasurer Barney Gallagher, right.

flush, and garage doors. He warned them against "patronage of hole-in-wall manufacturers of flush doors." Harte predicted that 58 per cent of the doors sold in '53 would be flush doors, with FDI members selling 2.5 million and other manufacturers 3.5 million.

President H. C. Gorbet of the American Wood Window Institute

reported that over 100 fabricators were licensed to put AWWI quality seals on their approved window units in 24 states.

Ormie C. Lance, manager of the National Woodwork Manufacturers Association, forecast good business in 1953 except for stock pine panel doors. He reported progress in the preparation, or early publication, of



Officials of trade associations in attendance at the winter meeting of the Southern Sash and Door Jobbers Association in New Orleans last month were quite pleased over the "price relief" afforded by issuance of the new Ceiling Price Regulation 181, which fixed prices for direct mill sales of stock millwork and millwork specialties at about 3 per cent higher than GCPR ceilings.

In photo at left, seated from left, are Robert H. Morris, Ponderosa Pine Woodwork, Chicago; Erle Racey, American Wood Window Institute, Dallas; Clifford Melander, Atlantic Millwork Institute, New York City; and W. E.

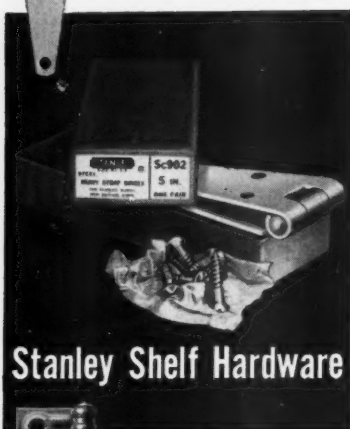


Difford, Douglas Fir Plywood Association, Tacoma. Huddling over them are Barney Gallagher, left, Southern Sash and Door Jobbers Association, Memphis, and Ormie C. Lance, National Woodwork Manufacturers Association, Chicago.

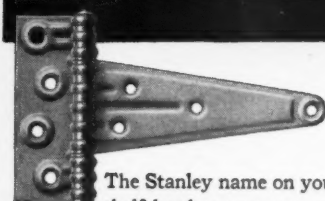
Admiring the pre-fabricated door unit in photo at right are, from left: Horace Woods, SSDJA president, Houston; W. A. Compton, Shreveport; Carter Wood, Amarillo; and W. E. Thomas, San Antonio. They participated in the panel discussion of the fabrication, packaging, and merchandising of pre-fitted door units.



Sure- fire sellers



Stanley Shelf Hardware



The Stanley name on your shelf hardware means faster turnover and repeat sales for you. The familiar yellow and green label on every box is known from coast-to-coast for indisputable quality and long dependable service. Recommend Stanley Hardware to all your customers... build customer confidence that'll pay off again when they are looking for other products.

The Stanley Works
New Britain, Connecticut



Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL



Remember... Three Hinges To A Door

national commercial standards for wood window units, hollow-core flush doors, insulating glazed millwork, exterior window and door frames, and wood preservatives for exterior woodwork.

New Wholesaler Guide

The Southern Wholesale Lumber Association has issued a new membership directory, dated December 1, 1952.

It lists each firm by state and town, giving mailing address and telephone number. Products are coded A through Z, with letters included under each firm's listing to show what wood products it distributes.

Designs "Trick Bricks"

Page 153 of the November 24 issue of "Life" magazine showed a weird picture—a bearded man standing on seven bricks, each of which extended out into space in stair-step fashion with no apparent support.

The man, Thomas Alban Leyshon, is the designer of a new brick, which permits such a feat. A Welsh goldsmith, Leyshon makes bricks that are conventional except that each has two large holes and various grooves.

Stacked on top of one another, the bricks are bound together by pouring mortar into the holes. This permits much quicker and neater work than conventional brick masonry.

Starts News Service

To better acquaint the public with the increasing number of uses of insulating siding, the Insulating Siding Association has started publication of "Modernization." It presents

how-to-do-it information, news of products especially useful in modernization, and general advice for home-owners.

The first issue of this one-page, tabloid-size news sheet went to 709 daily newspapers, 2,039 weeklies, 465 farm papers, and 62 trade and consumer publications.

Strictly WHOLESALE

CLEARWATER, FLA.: R. P. Winter, W. A. Winter, T. J. LeDuc, Scott Greenfield, and William H. Raith recently formed a new corporation to distribute Western lumber and such related items as molding, plywood, doors. Winter Brothers, Inc., will serve most of Florida. It originally was a branch of Winter Brothers Lumber Products, Inc., Oak Park, Ill., but the volume of business was sufficient to warrant forming a new firm.

DALLAS, TEX.: Acme Insulation and Supply, Inc., is a new company formed here to distribute insulation and other building materials. A. J. Essary and C. L. Vass, officers of the new corporation, have leased a warehouse on Taylor St.

WILMINGTON, DEL.: A new wholesale distribution yard has been opened at the Marine Terminal here by Dant and Russell, Portland, Ore., lumber sales firm. H. Aubrey Clyner, of Philadelphia, will supervise operations here also. He said that his firm expects to have one or two vessels to arrive here each month from the West Coast.

ORLANDO, FLA.: A new salesman for the Timber Products Co. here is Richard Skelton. He recently was discharged from the U. S. Navy as a lieutenant-commander.



SSIRCO'S NEW MIAMI WAREHOUSE

Here is the new 20,000-square-foot branch warehouse opened October 8 by the Southern States Iron Roofing Co. to improve customer service in the Miami, Fla., area. Over 400 lumber and building supply dealers attended the housewarming party of this 16th SSIRCO branch in the South. Other SSIRCO branches in Florida are at Tampa, Orlando, and Jacksonville.



Bob Grooms Is New Miller Sales Executive

As a part of its increased promotional efforts, the Miller Mill Work Corp. has appointed Z. W. (Bob) Grooms to the newly-created position of sales manager.

Before joining this Charlotte, N. C., wholesale building supply firm, Grooms represented Insulite for three years as sales representative in the Carolinas. Before that, he headed the Miami, Fla., branch of the Huttig Sash and Door Co.

The Miller firm also has added three new salesmen to help cover all parts of the Carolinas, according to President Marvin L. Miller.

Oklahomans Stress Better Trained Personnel

Twenty-five directors and officers attended the seventh annual projects and program meeting of the Oklahoma Lumbermen's Association in Oklahoma City on December 12.

The association's 1953 projects will center around "better trained personnel to answer the public's building and repair problems." Attention also will be given to legislative and merchandising phases.

Ralph Currell, one of the original organizers of OLA, returned to act as honorary host during the meeting.

More Lehigh Cement

The Lehigh Portland Cement Co. has started production on a multi-million-dollar plant at Flagler Beach, Fla., on a 9,000-acre site purchased several years ago.

The plant will make use of coquina, tiny shells that break and adhere together to form coquina rock. A Spanish fort at St. Augustine, Fla., built over 400 years ago of

coquina, proves harder and more substantial today than ever.

The Lehigh company pointed out that it takes some 4,500,000 coquina shells to make one barrel of cement. The Flagler Beach plant will turn out 1,400,000 barrels of cement a year. At capacity production, it will use 1,100 tons of coquina a day.

Oak Flooring Officers

Thomas C. Matthews, sales manager of the M. B. Farrin Lumber Co. in Cincinnati, Ohio, was chosen new president of the National Oak Flooring Manufacturers Association at its

annual meeting in December at Memphis, Tenn.

Succeeding Matthews as vice-president is Sam Nickey, Jr., vice-president of Nickey Brothers, Inc., Memphis. During the last year, Nickey has been a director and chairman of the National Oak Wilt Research Committee.

Henry H. Willins, Memphis, was re-elected secretary-treasurer for the 10th consecutive year.

Five new directors were elected. They include W. W. Miller, Jr., Johnson City, Tenn.; Lee Robinson, Mt. Vernon, Ala.; J. V. Cloud, Springfield, Mo.; Willis Farris, Nashville, Tenn., and Charles T. Lanham, Louisville, Ky.

THE SHORTEST DISTANCE BETWEEN TWO POINTS YOU ... IS A COMPLETE LINE

NOW...

A COMPLETE LINE Old American

ASBESTOS-CEMENT SIDEWALLS
and ROOF SHINGLES

Take your choice of these practical, attractive and economical sidings and roofings, made of fire and weather resistant asbestos-cement, to meet every need.

STONEWALL BOARD

...a tough, low cost wall covering, especially adaptable for farm buildings.

PANELSTONE

...flexible, sturdy, asbestos-cement board for either interiors or exteriors...wherever rugged service plus economy is needed.

TRADITIONAL SHINGLES

...faithfully duplicate the mellow beauty of seasoned wood...at lower cost.

HEXAGONAL SHINGLES

...have attractive hexagonal shape that takes less labor and material to apply.

DUTCH LAP SHINGLES

...combine wood-textured beauty with charming Dutch Lap Design. The side and headlap method of application gives full weather protection with economy of labor and material.

STRAIGHT EDGE SIDING

...Styled to the long, low lines of the modern ranch type residence...wood textures.

WAVELINE SIDING

...wavy-edge shadows add depth and pleasing appearance. Attractive wood-grain texture.

COLOR-TEX SIDING

...with the really natural look that simulates the charm of expensive wood shakes...expresses the modern trend to color and texture.

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Catalog Sheets, Sales Literature and
Asbestos Price Lists,
Write Today to...

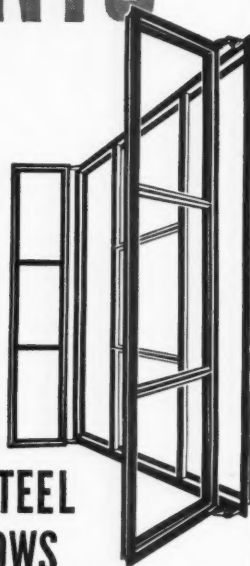
ONE
SOURCE
CONVENIENCE



Old American Roofing Mills

Kansas City, Mo. E. St. Louis, Ill. Salt Lake City, Utah Fort Worth, Tex.

VENTO



**THE STEEL
WINDOWS
OF
EXTRA VALUE**

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CO., Inc.**

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DEALERS in the NEWS

LOUISIANA

BASTROP: The Economy Lumber and Supply Co. has hired an interior decorator and real-estate sales representative, Mrs. Clara Higley. A 30-inch newspaper advertisement recently invited customers to consult her about repair or remodeling loans and free decorating advice.

LAFAYETTE: Southwest Materials now is incorporated to sell lumber, with capital stock listed at \$100,000.

BATON ROUGE: Manager H. Doyle Martin, recently announced that the Louisiana Lumber Supply Co. will expand its facilities. Plans call for a new office and sales building with about 1,100 square feet of floor space.

HARVEY: Joseph G. Boudreaux, secretary-treasurer of the Rathborne Land and Lumber Co., has been named chairman of the West Bank executive committee of the Chamber of Commerce of the New Orleans Area.

NEW ORLEANS: Walter A. Isaacks has opened a new lumber office at 711 Magnolia. It houses 1,000,000 board feet of lumber.

ALEXANDRIA: The N. D. Roberts Lumber Co. has been granted a charter of incorporation that lists capital stock at \$100,000.

TENNESSEE

MEMPHIS: Grady Harrison, manager of the Arkmo Lumber Co., is now vice-president. The firm operates 14 plants in Tennessee, Arkansas, Louisiana, and Texas. New manager of the company's wholesale outlet here is R. H. Haener, while Otis Ostby is head of retail operations. Harrison will remain in charge of the Memphis interests. He is a past president of the Memphis Hoo-Hoo Club, Helena Rotary Club, and Helena American Legion post, and former vice-president of the Memphis Lumbermen's Club and the Tennessee Lumber Dealers Association.

KANSAS

STERLING: The Sterling Lumber Co. has a newly-painted fence — thanks to a change of heart of high-school students in that area. The long wooden fence had long been a favorite place for the usual "John Loves Mary" messages and other drawings. The student council re-

cently decided that students should undo their damage, paint the fence, and clean up the company's yard for good measure.

GRIDLEY: W. H. (Hank) Reed, manager of the J. B. Houston Lumber Co., celebrated his 30th year of service to the company on December 11. He has worked for this chain of yards in Arkansas City, Milan, and twice in Gridley.

SALINA: Two brothers, David and Rayburn Haworth, have opened a new lumber yard at 1210 West Crawford. They have erected an office building and lumber shed for the Haworth Lumber Co.

TIMKEN: Oscar A. Schuetz, who for over 42 years has operated the Timken Lumber Co. here, has sold his stock and fixtures. He announced that he and Mrs. Schuetz will spend some time visiting their children and relaxing.

KANSAS CITY: The W. W. Mack Lumber Co. plans a new retail and office building at 26th and Metropolitan. The old building serves as a warehouse.

LAWRENCE: The Logan-Moore Lumber Co. has bought a site in North Lawrence for a new lumber yard to be built on Highway 24. Manager Harold Kueker expressed the hope that the firm can move into new quarters sometime in February.

WICHITA: Wayne R. Bolan, president of the Wayne R. Bolan Lumber Co. recently resigned as a member of the city planning commission. He had served in this capacity for eight years.

SOUTH CAROLINA

CHESTER: The Stewart Lumber Co. has moved into a new building on Gadsden St. at Lacy St. The public was invited to an "open house" to see the 48' x 110' warehouse and 48' x 33' display room. E. F. Murray and his son, Don Murray, who bought the 50-year-old firm in 1941, operate it themselves.

CHARLESTON: The Concrete Products Co. has expanded its display room. Paints and other building supplies are displayed now in the former office section. Six offices are in the new wing. Several more employees have joined the firm as part of the expansion program.

COLUMBIA: A charter of incorporation has been granted to Ready Mixed Concrete, Inc., with rights to sell lumber, brick, stone, hardware, roofing, paint, and similar items in addition to ready-mixed concrete. Emil M. Sodke is president.

MISSISSIPPI

GULFPORT: The Home Builders Supply Co. has a new location on Pass Road, near a new subdivision. The firm held a November removal sale to lighten moving tasks.

MERIDIAN: The Curry-Thrash Lumber Corp. has been granted a charter to sell building materials. Capital stock was listed at \$50,000.

JACKSON: Joining the nation in celebrating the 11th anniversary of Pearl Harbor on December 7, the Northwest Lumber and Building Supply Co. also celebrated its seventh successful year of business. A page advertisement in the newspaper, displaying pictures of Mrs. J. R. Brannon and C. S. Weir and their plant, invited customers in to see the many products listed.

WINONA: The Winona Lumber Co. has been granted a charter of incorporation, listing capital stock as \$54,000.

GULFPORT: A new building supply firm, Bourgeois Materials, has opened a store on 29th Avenue. The inside is paneled with oak, Philippine mahogany, birch, and korina. It is owned by Hugh Bourgeois, who is assisted in sales by W. L. Bourgeois.

KENTUCKY

CALVERT CITY: The Otto Conn Lumber Co. recently entertained employees and their families at a fish fry. Local talent provided entertainment after the dinner.

TEXAS

CLIFTON: Ross Kimmel, manager of the William Cameron and Co. yard here, has been promoted to manager of the company's properties in Brownwood.

VERNON: Frank B. Granot recently received a 30-year pin for service with the Long-Bell Lumber Co. He started as a stenographer in Enid, Okla., and worked his way up to the managership of the yard here in 1938.

TEXARKANA: C. B. (Charlie) Graves, who has been in the building material industry for 25 years, recently joined the Texarkana Concrete Products Co. He formerly served the Twin City Lumber Co. for 15 years.

WELLINGTON: The Cicero Smith Lumber Co. recently honored firemen from Childress and Wellington at a steak dinner. The affair was held in recognition of the work done by the fire departments in controlling

a fire in the yard last winter. Each fire department received \$100 to spend as they see fit.

DUMAS: Layton Price has joined the Wood-Phillips Lumber Co. as manager. Formerly he had served the Panhandle Lumber Co. for 12 years in Borger.

BARTLETT: William R. Schleede, former assistant manager of the Belton yard of Williams Cameron and Co., has moved here to manage the Bartlett yard.

FORT WORTH: Lumber yards and volunteer workmen recently built a new home for a widow and five children, whose former home burned. Among those contributing were the T. B. Britt Lumber Co., Martin

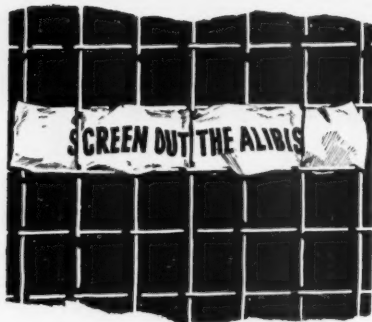
Duvall Lumber Co., Jones-Moncrief Lumber Co., Castleberry Lumber Co., Paulsel Lumber Co., E. O. Wood and Co., Western Builders Supply Co., and Texas Sash and Door Co.

CLEVELAND: The Williams Lumber Co. recently held a safety rally and barbecue. Over 150 employees and guests gathered on company grounds.

EARTH: The H. S. Sanders Lumber Co. recently celebrated the completion of its new sales building and adjoining yard with a formal opening. Manager D. E. McCarty registered visitors and awarded door prizes.

WACO: Alvin E. Amelunke, owner of the AAA Lumber Co., and his employee, Johnny McBride, recently





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On this **EASY SELLING LEVEL** you screen out the alibis from the prospects who are really interested . . . and you close more business right on the spot. In addition, you receive your cash from ABC immediately; your working capital will always be available for new opportunities.

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**GENERAL OFFICE: BOX 3426 TERMINAL
ANNEX, LOS ANGELES 54, CALIFORNIA**

traded cigars. Both became fathers of daughters on the same day.

TEXARKANA: Hugh Martin has been named manager of the Twin City Lumber and Shingle Co. He succeeded Charles B. Graves, who joined the Texarkana Concrete Products Co. . . . The Temple Builders Supply firm here has completed construction of a new display room. J. W. Harwell is manager.

McALLEN: The Noser Lumber Co. has an attractive remodeled office building.

ROBERT LEE: Delvin Moody is new manager of the Cragin Lumber and Supply Co. The firm recently was purchased by the McMillan Lumber Co.

PHARR: The Shoemaker Lumber Co. has completed improvements in its yard. Clayton Vanderslice is manager.

LUBBOCK: The George W. Gray Lumber Co. personnel are proudly showing off their newly-remodeled offices and display room.

PECOS: The Rancho Lumber and Supply has been incorporated with a charter that lists capital stock at \$18,500. Jerome Michaelson, Phillip Cooles, and Irving Nedler are incorporators.

ALABAMA

BIRMINGHAM: Captain William T. Estes, Jr., has returned to civilian life after a year in Korea as an air force engineer. He has rejoined his father's business, the Estes Lumber Co., as sales manager.

MISSOURI

BROOKFIELD: Orville Burns, manager of the North Missouri Lumber Co. here for the last 10 years, has bought the Richardson Lumber Co. at Laclede. He took over the business December 1.

KANSAS CITY: To expand its yard space, the Tramill-Rehn Lumber Co. has bought a vacant lot on Fourteenth St.

KING CITY: Mr. and Mrs. Hubert Goodspeed have bought the Richardson Lumber Co. here, which they will operate themselves. They moved here from Clarksdale. Goodspeed has operated yards in Albany, Coffey, Trenton, Ford City, and Oregon, Mo., and Highland, Kan.

BRECKENRIDGE: Local citizens came in crowds to see the new North Missouri Lumber Co. office and display room. A. M. McDonnal is manager and F. A. Rougemont is assistant manager.

MILAN: New manager of the Charles Rice Lumber Co. here is Arthur Lawrence. He has been with

the company for eight years and succeeds the late Charles R. Hanger.

PARKVILLE: The Elliott Lumber and Hardware Co. has sold out to the Layman Lumber Co.

ARKANSAS

RUSSELLVILLE: W. T. Christian was elected vice-president of the Arkmo Lumber Co. at a recent meeting of the directors. He continues to head the company's Russellville plant.

WEST VIRGINIA

MARTINSBURG: Evers Mohler, president of the Thorn Lumber Co., reports that his firm has added facilities for treating lumber at the North Raleigh Street yard. It will treat both its own lumber and that of other dealers.

DAILEY: Grover Smith, who has been dimension plant supervisor of the Mower Lumber Co. here for the last 10 years, has resigned. He will manage the Rochelle Furniture Co. in Montgomery, Pa.

GEORGIA

ATLANTA: Two Georgians experienced in the sale of building materials have opened a new retail yard at 1325 White Street, S. W., here under the trade-name of the Carlton-Lewis Supply Co. Owned and operated by James E. Carlton and Donald Lewis, the firm will retail a complete line of building materials, including lumber, millwork, paint, and hardware. Carlton formerly was a salesman in the Carolinas for Marion T. Davis and Co., manufacturers' agents. He previously had served with the J. M. Tull Metal Supply Co. and the Campbell Coal Co. For the past 15 years Lewis also had been with Campbell, recently as superintendent of that firm's Amsterdam mill and lumber yard in Atlanta.

MONROE: The former R. R. Shockley Lumber Co. is now the Walton Lumber Co.

WARRENTON: The Jackson Builders Supply has replaced Arnold and Jackson Builders.

OKLAHOMA

OKLAHOMA CITY: An Oklahoma City newspaper recently publicized the Morgenson Lumber Co. as being the first dealer in this area to stock redwood. The firm uses the slogan, "The Home of Redwood."

ARDMORE: The Stromberg Lumber Co. recently invited its customers

in to see its new showroom, with an all-glass front. A new feature is the home-planning room, where those wanting new ideas for homes or remodeling projects can browse through material on products and designs.

FREDERICK: Jack Knight now manages the Rounds and Porter Lumber Co. branch here. He succeeded Walter Farrow, Jr., who now manages the Anadarko yard.

MEDFORD: Owners of the Thomson Lumber Co. have sold their firm to the Prague Lumber Co., which owns about 15 yards, with headquarters in Enid. The building was remodeled, and the firm now operates under the name of Medford Lumber Co. J. V. Streck is manager.

MARIETTA: The Bob Fraley Lumber Co. recently entertained local carpenters, painters, and other guests at the company cabin near Lake Murray. After dinner, the group saw three films on pine lumber manufacturing, the fir lumber industry, and a humorous du Pont film called "How Not to Paint a House."

NORTH CAROLINA

ASHEVILLE: General Building Products has been granted a charter of incorporation to deal in building materials. Maxwell E. Hoffman, Boyce M. Hoffman, and Frederick L. Rodenbeck, Jr., are incorporators.

CHARLOTTE: A charter has been granted to the Johnson-McMillan Lumber Co. Capital stock was authorized at \$100,000.

OBITUARIES

CHARLES S. DAVIS, 90, former building contractor of Neosho, Mo., died November 18. He had been associated with the Robinson-Davis Lumber Co. since 1907 and was a director of the Bank of Neosho. He leaves a widow, granddaughter, and great-grandson.

E. M. HIGGINBOTHAM, 75, secretary of the Allen Millwork Manufacturing Co. in Shreveport, La., died November 14 after a short illness. He belonged to the Woodmen of the World and the Masonic lodge. He leaves a widow, two sons, and five grandchildren.

JOHN A. RAYL, 78, head of the Tennessee Lumber Co. in Tampa, Fla., died November 25. He organized this firm in 1925, after moving to Tampa from Athens, Tenn. Besides a widow, he leaves a son and two granddaughters.

J. VAN DYKE NORMAN, 75, for 36 years general counsel for the South-

ern Hardwood Traffic Association, with headquarters in Memphis, Tenn., died November 18 in Louisville, Ky. Survivors include his wife, two sons, and a daughter.

JOHN DAVID BIRDWELL, SR., 66, president of the Gulf Manufacturing and Lumber Co. in Beaumont, Tex., died of a heart attack November 21 while on a hunting trip with friends. He was a director of the First National Bank and of the First Federal Savings and Loan Association, and was a Rotarian.

MRS. ELIZABETH COWAN FERGUSON, 68, widow of Lewis R. Ferguson, former vice-president of the Lone Star Cement Co. in Dallas, Tex., was fatally injured November 15 when her car collided with another.

M. A. RADFORD, 55, owner of the Ram Supply Co. and a former manager of the Grant Lumber Co. in Three Rivers, Tex., died November 9. Traveling to a reunion with old classmates of the University of Dallas, he was killed while trying to pass another vehicle on the highway. He was a charter member of the Rotary Club, past president of the Chamber of Commerce, and active in other civic and religious organizations. He leaves a widow, mother, and sister.

AUBREY P. OLD, 72, secretary of the Anderson-Tully Lumber Co. in Memphis, Tenn., for 25 years, died December 2. He had retired from business 15 years ago. His wife and daughter, survive him.

JOHN HENRY STARR, 56, Atlanta, Ga., died December 30. He was chairman of the board of the J. W. Starr and Sons Lumber Co. and became president when his father died in 1940. He was a leader in the Southern Pine Association and served on the Southern pine advisory committee during World War II.

HAROLD M. THORELL, 50, sales manager of Trade-Wind Motorfans, Inc., died November 18 at his home in Inglewood, Calif. He had been with the ventilating equipment firm since 1945. He is survived by a wife and daughter.

W. ALFRED COCKRUM, founder and retired president of the Cockrum Lumber Co. in Knoxville, Tenn., died recently at the age of 71. He was chairman of the City Council's Power Committee when it led in Knoxville's purchase of its own electric distribution system. A charter member of the Knoxville Kiwanis Club, he helped the city council effect reforms in the practices of city court bondsmen. He is survived by his son, G. Ralph Cockrum, now



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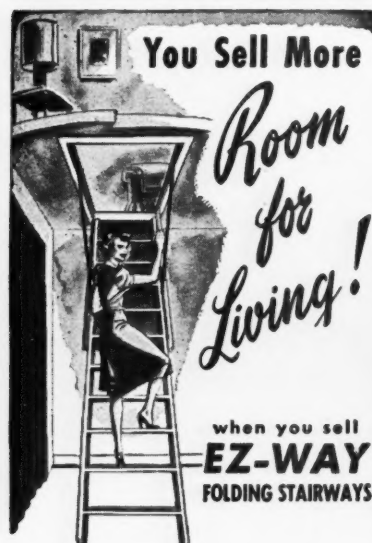
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president of the family's lumber firm, a daughter, eight grandchildren, and three great-grandchildren.

MRS. BERNIECE ANDERSON TURNER, 63, died November 26. She was the daughter of W. P. Anderson, founder of the city of Gideon and the Gideon-Anderson Lumber Co. in Missouri. She served as cashier of the lumber firm until her recent illness. She is survived by a daughter, son, and two grandsons.

New "Home" Factory Makes One-Der Frames

Within three years the One-Der Frame Corp. has grown from a small organization in Birmingham, Ala., selling a few steel window frames a month to a smoothly-gearred manufacturing concern that now employs over 60 people to supply 175 distributors and dealers with its post-war products.

The organization began business in July, 1949, as the One-Der Window Sales Co., marketing the steel window frames that were manufactured under sub-contract by two plants. "So immediate was the national acceptance of this pre-fabricated unit that the demand rapidly exceeded the supply," Vice-President L. O. McKeehan, Jr., recalled.

The demand of architects, builders, and dealers for a companion steel door frame prompted the company to add this product to its line, he added.

The demand for the steel frames

for both windows and doors became so great, the firm built its own special factory and changed its name to the One-Der Frame Corp. Actual production in the company's own plant in Birmingham began last October.

One-Der metal door and window frames are designed for use in any type of brick, block, or frame construction. Each carries its own trim for any wall treatment, and comes prime-coated with rust-inhibitive light gray zinc chromate to reduce job painting costs. The units are made of 18 gauge steel. Their mitered and welded corners resist warp, shrink, or sag.

Officers of the One-Der Frame Corp. include S. E. Russell, president and board chairman; M. R. Christian, vice-president and chief engineer, and McKeehan, who is general manager and vice-president.

27 Days at N. C. State

North Carolina State College in Raleigh will hold a Retail Lumber Training Institute February 2-28.

It is being sponsored by the Carolina Lumber and Building Supply Association, Building Material Merchants of Georgia, Florida Lumber and Millwork Association, Alabama Building Material Exchange, Mississippi Retail Lumber Dealers Association, Tennessee Building Material Association, and the Virginia Building Material Dealers Association.

Eugene Starns, assistant director of extension service, is the N. C. State College representative.



LUMBERMAN BRINGS IN BIGGEST "CATCH"

It took one of the Waller Lumber and Supply Co. trucks to haul home this catch of 14 channel bass, with a total weight of over 500 pounds! Dealer Penn Waller, of Savannah, Ga., reports that friends "thought fishing had tetchted me in the head" when he went back with deep-sea tackle to a spot where big fish had struck the day before and taken with them his strong tackle. This is the largest catch of channel bass on record at Gaynor's Banks, five miles off Tybee. Waller is at left and Joe Bremer at right of the gleeful truck-driver.

CREDIT PLAN PAYS

From page 30

"Practically everything in the book comes under the eligible list of improvements . . . Building, carpentry work, conversion, electrical work, exterior decoration, heating, insulation, interior decoration, landscaping, masonry work, roofing, and repairs of all kinds. That's part of the list of things you can have done for your home and finance it.

"But for the complete story, write, call, or visit the Walters Lumber Co., Colonial Road, Abingdon. Or phone them at Abingdon 60. Walters Lumber Co. of Abingdon."

In 1938, Jimmie Walters, Sr., quit sawmilling, which he had begun five years earlier, to become a retail lumber dealer. He set up business in a depression-abandoned 40x90 garage building with a few stacks of local lumber and 1,500 square feet of gypsum board. He has added on to the structure until it now contains 53,000 square feet of storage, shop, sales, and office space.

But this expansion wasn't done overnight; Walters added to his space and facilities as customer demand dictated. Heart of the plant is the modern, functional salesroom and office pictured in these pages, which his own construction crew completed last year.

His 1952 sales — including 10 Walters' house jobs—were expected to approach the quarter-million mark. In 1951 the firm's sales came to some \$150,000, including 16 constructed houses.

Partner in this thriving business with his father is Jimmie Walters, Jr., who attended Wake Forest College. He has one sister, now enrolled at Madison College.

Regarding the many display and demonstration ideas that make selling easier in his modern store, Dealer Walters admits that he "conceived the plan from regular perusal of SOUTHERN BUILDING SUPPLIES and other trade magazines. I encourage my son and other associates to read pertinent articles and new product and equipment write-ups, too."

In addition to father and son, the owners and managers, the Walters Lumber Company personnel includes a bookkeeper, shop foreman and shop man, two truck drivers, and an appliance and materials salesman.

The firm specializes in cabinets, door entrances, and other millwork made in their modern woodwork shop.

A two-surface planer, in an adjacent lumber room, is used to dress wood as needed for shop jobs.

Short Concrete Course

The Georgia Institute of Technology in Atlanta will offer its third "Quality Concrete Short Course," February 2-4.

Divided into two sections, the course includes one section of special interest to ready-mix operators, engineers, architects, and contractors. The other section will appeal to concrete masonry manufacturers.

RURAL PROMOTION

From page 37

another 100 feet, which we joined at an angle, and built southward parallel to the other highway.

The same type of architecture was used on the three sections so that those who did not know of our "growing pains" would not

guess that it had not been built as a single unit.

For contrast to the building's soft gray color inside and out—and to attract attention of passers-by—the rear walls, counters, and show-cases are painted a brilliant orange-red. It is surprising how plainly hardware and fixtures show up against such a background—the combination is even pleasing to those who do not ordinarily like these colors.

We built a lumber shed 75 feet long for keeping new lumber. We erected two warehouses—one 40x100 feet and the other 24x124 feet—for our new shingles, roofing, plywood, paint, and wire. We added all kinds of tools for building, including such farm tools as shovels, spades, picks, post-hole diggers, and wire stretchers. Also such farm equipment as tanks, wagon tongues, single and double trees.

For awhile our building and four acres seemed adequate, but already we are crowded again, due to stocking both new and used materials.

But we feel we have achieved our purpose of a "one-stop" farm and home supply service for customers.

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LUMBER DEALER.
YOU'LL
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THE WEATHERPROOF PRODUCTS CORPORATION

Waldo Station, P. O. Box 8498 Kansas City 5, Mo.

SALES TRAINING

From page 46

sounds elementary, but it is amazing how many salesmen fail to realize the importance of appointments.

For such record-keeping, we provide our salesmen with a cheap, permanently bound notebook that will fit the shirt pocket. These little books, as they become filled, should be dated and filed in some place where they can be found a couple of months later. It is surprising how often they will be referred to

if the salesman has kept a running record of his work each day.

Seventh, the salesman should be taught the importance of **scheduling his time**. The adage that time is money was never truer than in the case of the salesman, when it is realized that the early morning and certain other times of the day are not sales times, that waiting for prospects because no appointment was made, and driving time between prospects are all times producing nothing.

The importance of really selling when in the presence of the prospect and the saving of time by closing without too many callbacks require experience and a knowledge of the principles of selling. The salesman should be taught to analyze his day's work to see just how much of it was spent selling, and how much was spent waiting or was unplanned.

Eighth, the salesman should have fully explained to him just what is expected from him in the way of **clerical work** around the office. We have come to the conclusion that retail lumber salesmen should be assigned definite duties in the office, and regular office reporting times during the morning and lunch hours, even though they are on a commission basis.

They should be required to check our customers' invoices, not only to verify accuracy but, more important, to keep themselves up-to-date on what we are selling. Younger salespeople, and the older salesmen as well, should be counseled in common courtesy, especially toward people when they expect to relieve them of a considerable amount of cash! This sounds elementary, but I feel sure that you also have seen a salesman working on a commission, committing such gross discourtesies as smoking while talking to his prospect, on whose sales his income depends, or even blowing smoke in the prospect's face; leaving his hat on while talking to a lady in the office; keeping a customer standing for as long as an hour while chairs are available within a few steps; failing to excuse himself from a customer when called to the telephone; or such things as failing to dress neatly, promising impossible delivery dates, delivering a can of paint that has been in stock too long without cleaning the can, failing to keep appointments, or trying to carry on a sales talk with two or three prospects at one time.

It just does not seem reasonable that these things would be done by

people trying to increase their income, but they are done every day. Therein is what we meant by the differences between salesmen who want money and salesmen who want to earn money. Certainly people who want to earn money would have enough push and initiative not to do these things. So many people, who know better, constantly do such things, it makes training discouraging sometimes.

Ninth, the salesman should become adept at **estimating**, which can not be learned in 30 days. Available are some estimating textbooks that are extremely valuable. A salesman need not learn all of his estimating from practical experience when so many books are available. A combination of practical experience and book learning is necessary. Remember, there is no such thing as the perfect estimator, even though many lay claim to such.

These ideas have worked with us and have produced dividends.

Personnel Tests Listed

A special catalog of personnel tests and employee-relations aids is now available to personnel, industrial-relations, and management executives.

It has been published by Science Research Associates to help businessmen select better employees, improve operating efficiency, increase supervision effectiveness, choose employees for promotion, reduce labor turnover, prevent accidents on the job, and increase employee performance.

This catalog is free from SRA, 57 W. Grand Avenue, Chicago 10, Ill., to company executives.

Deep South FPRS Studies Quality Control

The Deep South section of the Forest Products Research Society held its fourth annual meeting recently at the Louisiana State University in Baton Rouge.

Holding the spotlight at the two-day meeting was the question of quality control of material from the woods through various stages of manufacture. R. D. Carpenter, Cunningham Machine Corp., Shreveport, La., and Charles Latimer, Jr., engineer for Hickory Brothers Industries, Memphis, Tenn., suggested solutions to this problem.

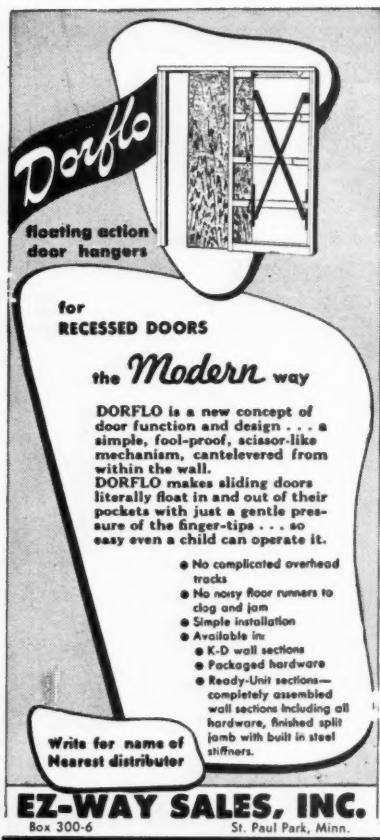
Other speakers were Kenneth Chesley, FPRS national president and research director of the Crossett Lumber Co., Crossett, Ark., and Moss B. Christian, Tallulah, La.

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DORFLO is a new concept of door function and design . . . a simple, fool-proof, scissor-like mechanism, cantilevered from within the wall. **DORFLO** makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips . . . so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to clog and jam
- Simple installation
- Available in:
 - K-O wall sections
 - Packaged hardware
 - Ready-Unit sections—completely assembled wall sections including all hardware, finished split jamb with built in steel stiffeners.

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Nearest distributor

EZ-WAY SALES, INC.
Box 300-6 St. Paul Park, Minn.

NEWS about MANUFACTURERS

LOUISVILLE, KY.: The General Electric Company's major appliance division has taken space in Chicago's Merchandise Mart for a year-round showroom. The display covers 3,500 square feet, in addition to 1,500 square feet of office space. One section serves as an "idea room" for demonstrations and special merchandising activities.

PITTSBURGH, PA.: Shareholders of the National Fireproofing Corp. have voted to change its name to Natco Corp. The former name had ceased to be descriptive of the corporation's business and "Natco" is associated with its structural clay products.

SHREVEPORT, LA.: S. P. Weaver is new president of the Welori Lumber Corp. He succeeds the late Thomas L. Weaver. F. W. Looney, Bradenton, Fla., and V. H. Rivers, Monroe, La., are vice-presidents. Otto L. Weaver, St. Petersburg, Fla., is secretary.

LANCASTER, S. C.: The Defense Production Administration has granted the Carl W. Mullis Lumber Co. a certificate to spend \$1,600,930 on an expansion of its plant for making hardboard from wood waste.

SCOTTSVILLE, KY.: Oak hardwood flooring will be the chief product of the Macon Lumber Co., which recently re-opened as one of the most modern and best equipped plants of its kind. The company burned in November, 1951, when it was located in Lafayette, Tenn. About 100,000 feet of lumber is used each week to make flooring that goes to all parts of the country.

HAMLIN, TEX.: Twelve employees of the Celotex Corporation's plant here received safety awards at a recent reception. Awards were made for 10 or more years without time lost due to accidents. D. W. Cowan is plant superintendent.

LOUISVILLE, KY.: A. M. Sweeney, assistant general manager of GE's major appliance division here, retired last month after more than 40 years' service with General Electric. He was one of a pioneer group credited with developing sales techniques that have made major appliances more than a \$3-billion business for GE. Associates presented him with a new automobile, in which he plans to see America.

JOPLIN, MO.: After an expenditure of \$200,000 and months of plant renovation, a new firm, Cal-Block Flooring, Inc., has opened here. It already has started national distribution of its parquet flooring. Oak

for its production is obtained within 100 miles of Joplin.

TUSCUMBIA, ALA.: Robbins Floor Products, Inc., recently completed a major expansion of its plants in Muscle Shoals. New equipment will double Robbins' production capacity on rubber and Lifetime vinyl floor coverings and cove.

PHOENIX, ARIZ.: The United States Plywood Corp. has opened a new sales and distribution office here. J. J. Carroll is manager of this —USP's 43rd—branch.

PARKERSBURG, W. VA.: Jack O. Abney is the new associate works manager for the Penn Metal Co., in charge of research and development at the firm's plant here. He formerly was with General Motors.

MINNEAPOLIS, MINN.: Leo M. Brown is now sales manager of St. Paul Hydraulic Hoist here. He succeeded William F. Keeton, who resigned to enter business for himself.

KANSAS CITY, MO.: New district manager for the Des Moines-Kansas City trading area for DeWalt, Inc., is Douglas B. Beath. He will serve dealers in that area for his firm's power cutting tools for wood and metal.

VICKSBURG, MISS.: Construction has been started on a new lighting fixture plant here for Westinghouse. The modern plant, it is claimed, will be the largest in the nation devoted exclusively to making fluorescent lighting fixtures.

DALLAS, TEX.: The Clark Equipment Co. has appointed the Towne Industrial Equipment Co., Inc., of Dallas as its authorized dealer. The Towne company will distribute Clark material-handling equipment in 129 Texas counties.

WAVERLY, VA.: State Senator Garland Gray recently closed the Gray Lumber Co., which was founded in 1884 and operated by three generations of his family. Holdings include a sawmill; planing, logging, and stave mills, and over 10,000 acres of timber land. Much of the land will be retained, but the equipment will be disposed of.

SALEM, S. C.: The Salem Lumber



WEL-BILT FOLD-A-WAY STAIRWAY

- SAVES SPACE • IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

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NEW HEADQUARTERS FOR ARMSTRONG COMPANY IN CHICAGO

ESPECIALLY DESIGNED for the manufacture of glazing and sealing compounds, this new plant at 1001 East 103rd Street in Chicago, Ill., is now headquarters for the Armstrong Co. Armstrong's general offices and laboratories have been moved from Detroit, Mich., to this new plant where Chicago production is centered.

In announcing removal from the old headquarters in Detroit, President C. D. Frobes said that "our laboratories have been expanded to provide closer product control, as well as continued product development." He explained that Armstrong had discontinued opera-

tion at 4065 South LaSalle Street in Chicago, but that manufacturing would continue at the Detroit plant, where the regional sales office would remain.

Operations will continue as usual at the Armstrong plants in Dallas, Tex., and Richmond, Calif. Both will continue to supply their respective territories.

Vice-President C. A. Anderson joined President Frobes in this invitation to their customers: "Whenever you are in Chicago, it will be our personal pleasure to show you through our new plant at 1001 East 103rd Street. You're always welcome at the Armstrong Co."

and Manufacturing Co. recently was granted a charter of incorporation.

WARREN, ARK.: Will Tyler, Negro steel gang foreman for the Southern Lumber Co., was awarded

a pin in honor of half a century of service recently. President Lindsey also presented him a pocket watch and a \$500 U. S. savings bond.

CROSSETT, ARK.: The Crossett

Companies here have contributed \$125,000 to the school districts for construction of a long-needed community auditorium. The building, to be used jointly by the school and the

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Stock and Sell
**BESSLER
DISAPPEARING
STAIRWAYS**

1. The ORIGINAL disappearing stairway—made for over 40 years.
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4. Safety—designed in every detail for protection.
5. Suitable for the finest homes—old and new.
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8. ALL steps equal height.
9. Treads and stringers are made of Sitka Spruce.
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11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice.
15. Doors made of White Pine and Fir in two-panel type; flush doors in hardwood only.
16. Tailor-made for all heights.
17. Hundreds of thousands in constant daily use.
18. Immediate delivery.
19. Meets all building codes.

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New Catalog!**

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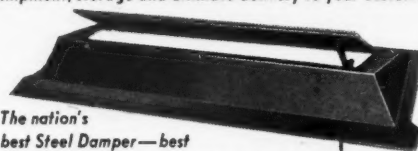
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a successful fire place."

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... add them to your display ... boost sales and profits.

Write for complete catalog and prices today.

PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KY.

public, will seat 1,000 persons.

CHARLOTTE, N. C.: C. Buckley Holton, Jr., now represents the Libbey-Owens-Ford Glass Company's flat-glass division in the Carolinas. He was transferred from Richmond, Va. Ralph Cox is the new Southeastern representative for Fiberglas, with headquarters in Charlotte.

JACKSONVILLE, FLA.: General Electric has appointed J. A. Stollman representative of construction materials in the Southeastern district. He joined G-E in 1931 and was transferred to his new post from the alkyl resin products department.

NEWARK, N. J.: The Inertol Co., manufacturer of waterproof coatings, has a new sales and promotion manager, James H. Ginn. A former Devoe and Reynolds executive, Ginn announced plans for a nation-wide series of meetings to improve merchandising of Inertol products.

MINNEAPOLIS, MINN.: David E. Feinberg was named general manager of the United States Air Conditioning Corp., succeeding his father, A. A. Feinberg, who died October 7. Young Feinberg joined the company in 1940 and was vice-president and sales manager of the refrigeration division.

NEW BRIGHTON, PA.: David V. Johnson is now assistant to the

general sales manager of the Townsend Co. In his new position, Johnson will develop promotion plans for two new Townsend products, aluminum nails and Twinfast wood screws.

ORANGE, VA.: Joseph A. Patrick, president of the Virginia Metal Products Corp., has been elected a member of the Young Presidents Organization. He joins 425 other members of YPO in 36 states and one Canadian province, who became head of their companies before reaching the age of 39.

CINCINNATI, OHIO: NuTone, Inc., recently announced several appointments and promotions. Walter Spear, chief engineer of the fan and heater division, was promoted to division vice-president. Bruce Corbett advanced from sales manager to vice-president of the Midwest sales division. Adrian L. Knox joined the firm as vice-president and works manager; Glenn E. Weist as vice-president and works engineer. Henry Mann is the new director of personnel. Robert Nagle now is credit manager.

HIGH POINT, N. C.: The Carolina Vermiculite Co. has opened a new vermiculite processing plant here, to improve service to local dealers. This is the 38th plant in the United States and Canada operated by Zonolite or its subsidiaries.

Marquette to Increase Capacities of Plants

Five plants of the Marquette Cement Manufacturing Co. will be improved under a \$2,250,000 expansion plan.

The Cape Girardeau, Mo., plant will get new equipment to improve rock-crushing and kiln-burning efficiency. This will raise the capacity to about 1,500,000 barrels of clinker annually.

Kiln efficiency also will be improved in Cowan, Tenn., to bring that plant's capacity up to nearly 1,000,000 a year.

Three modern packing plants will be built at St. Louis, Mo., and Memphis and Nashville, Tenn.

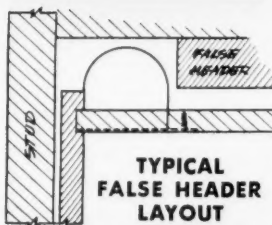
Drywall Moves West

The executive offices of Drywall Trim, Inc., are now located at 2408 North Farwell Avenue, Milwaukee 11, Wis. Moving from New York City to Milwaukee with President C. G. Wollaefer was Wally Dordel, executive vice-president.

The plant already has been moved to Middlesex, Pa., nearer the Ohio steel sources. Drywall Trim, Inc., manufactures Edge Guard and Corner Guard, two dry-wall metal building products.

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- to home buyers
- builders
- architects



PULLMAN Sash Balances

**Better windows,
truly counterbalanced,
at amazing low cost!**

Double hung windows become a good "talking point" when they're equipped with Pullman Sash Balances. Noiseless, trouble-free—guaranteed for the lifetime of the building. For homes, schools, hospitals—all kinds of commercial and industrial buildings. The Pullman method permits quick installation (10 to 15 minutes per window), uniform mortise size—wide scope in window design, maximum light area. Write today for full specs: Pullman Manufacturing Corp., 325 Hollenbeck St., Rochester 5, N. Y.



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WOOD WINDOW UNITS**

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Panel Window Units**

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Identified Trim**

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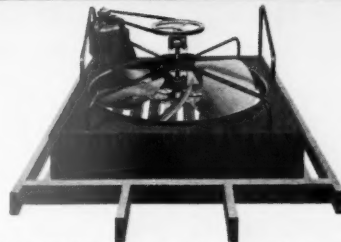
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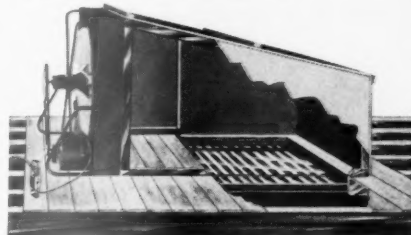
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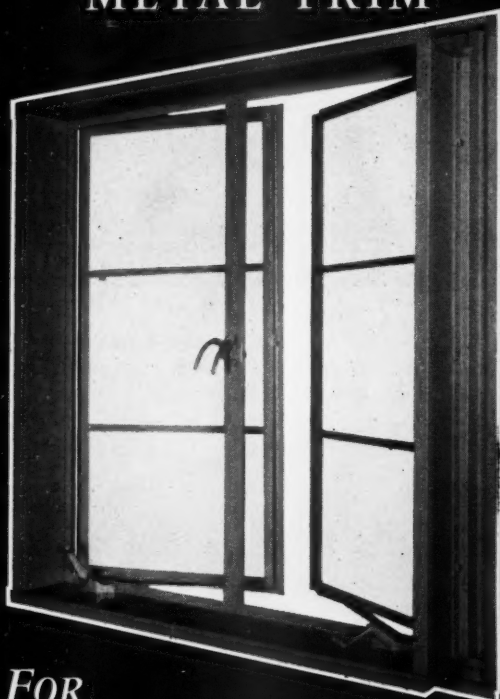
Cat. No.	ASHVE CFM	Motor	Frame Dimens.		Fan Height
			Width	Length	
RVU-24	5,000	1/4 H.P.	32"	32"	18 1/2"
RVU-30	6,900	1/4 H.P.	36"	36"	18 1/2"
RVU-36	9,750	1/2 H.P.	42"	42"	18 1/2"
RVU-42	11,700	1/2 H.P.	48"	48"	18 1/2"
RVU-42X	14,250	1/2 H.P.	48"	48"	20"
RVU-48	18,600	3/4 H.P.	54"	54"	21"

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Hope's new Inside-Outside trim combination saves you money, time and effort installing Hope's Steel Windows. Rough openings easily prepared; no sheathing to cut back or notch; you install trim without need for any finished carpentry whatever, either inside or out.

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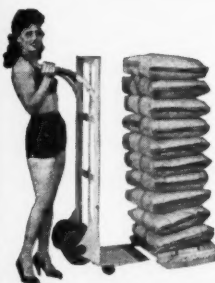
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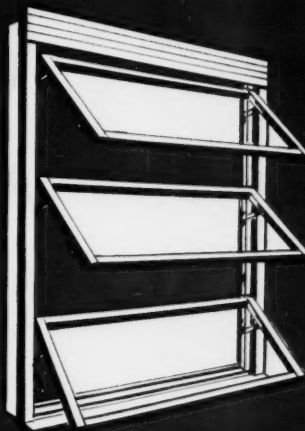


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